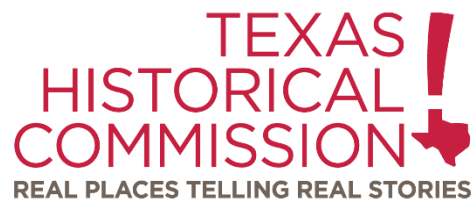


# Strategic Tourism Plan

## Fiscal Year 2020



Office of the Governor  
Economic Development and Tourism



Developed under the Memorandum of Understanding



**GOVERNOR GREG ABBOTT  
ECONOMIC DEVELOPMENT & TOURISM**

The five state entities' Fiscal Year 2020 (FY '20) Strategic Tourism Plan developed under the legislatively mandated Memorandum of Understanding (MOU) (Attachment A) defines the roles, budgets, goals, measures, research, and the combined and individual tourism activities. Participating entities include: Office of the Governor, Economic Development & Tourism (EDT); Texas Commission on the Arts (TCA); Texas Historical Commission (THC); Texas Parks and Wildlife Department (TPWD); and Texas Department of Transportation (TxDOT).

The development of the FY '20 Strategic Tourism Plan is based upon the accomplishments and successes of the FY '19 plan and the projected activities proposed for FY '20. The efforts, both collaboratively and individually, of the tourism MOU agencies in FY '19 generated tourism marketing initiatives and enhanced ways for the travel consumer to experience the Texas travel product.

Section IV of this document contains information on the accomplishments of the FY '19 Strategic Tourism Plan. Additionally, for further detail on each agency's accomplishments in FY '19, please see the individual agency plans located in Section VII.

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# I. INTRODUCTION

Tourism has long been recognized as an important economic development tool, generating revenue and jobs for the Texas economy. Tourism in Texas is a \$80.3 billion industry, with visitor spending in the state supporting 1.2 million jobs in 2018.

The State of Texas provides funding to state entities to support and facilitate the growth of travel to and within Texas. These entities conduct a variety of tourism related activities that fall into four distinctly different, yet complementary, functions that are essential for achieving an effective statewide tourism effort: marketing, product development, program development and customer service. The MOU Tourism Chart (Attachment C) provides an overview of each entity's tourism functions.

As stated in Section III of the MOU (Attachment A), on June 1 of each year, TCA, THC, TPWD and TxDOT provide EDT with a plan of action for their respective entity's proposed tourism activities for the following fiscal year.

These priorities in addition to the EDT marketing plan assist in formulating the Strategic Tourism Plan for FY '20.

The plan will identify priorities that must include the following:

- Resources, activities and materials related to the promotion of tourism proposed to be provided by the entity;
- Marketing, product development, and program development activities;
- The entity's proposed marketing budget for the upcoming fiscal year for tourism activities;
- Measurable goals and objectives of the entity related to promotion of tourism; and
- Any proposed marketing, materials, slogan, or other communication to be used by the entity in its tourism-related efforts.

EDT will direct the development of an annual strategic tourism plan, including a marketing plan to increase travel to and within the state, to be completed no later than September 1 of each year. The plan will:

- Provide the most effective and efficient expenditure of state funds, for in-state marketing activities conducted by the partners and encouraged by EDT and out-of-state marketing activities conducted by EDT.
- Establish goals, objectives and performance measures, including the measurements of the return on investment made by a MOU partner or EDT, for the tourism-related efforts of all state entities.

The Executive Director of EDT and the Executive Directors of the other MOU entities will designate a primary entity representative to meet as often as necessary, but no less than twice annually to coordinate efforts related to tourism marketing and promotion. Other committees or task forces will be assigned as the need arises.

The Executive Director of EDT and Executive Directors of the four participating state entities will be briefed at least once a year during a joint meeting.

The partners acknowledge that other state entities have a role in tourism and may be affected by the tourism marketing efforts of the partners. To that end, it is agreed that, when appropriate, other state entities comprising the State Agency Tourism Council will be included in the planning, communications, meetings and other coordination efforts conducted under this agreement. These other entities include,

but are not limited to: Texas General Land Office, Texas Department of Agriculture, Texas Department of Public Safety, and the Texas State Preservation Board.

## **II. MARKETING TEXAS TOURISM**

While several other state entities conduct a variety of tourism-related activities, tourism marketing is primarily performed by only five entities. In December 2003, these entities formalized a Memorandum of Understanding (MOU) to improve coordination of statewide tourism marketing efforts. As a result of the MOU, a joint strategic tourism plan is produced, which provides the most efficient and effective expenditure of funds while establishing goals and objectives and the development of a joint measure of return on investment.

Collectively, the five MOU entities were appropriated approximately \$58,991,645 to conduct tourism-related marketing activities in FY '20. The overall goal of the state's tourism effort is to generate travel to and within Texas. Consequently, these entities conduct two simultaneous efforts directed at distinctly different target markets: out-of-state and in-state travelers.

The major vehicle used to market out-of-state tourism is the advertising campaign conducted by Travel Texas (EDT). This campaign promotes Texas as a premier travel destination to potential and repeat visitors through national and international advertising. The Travel Texas leisure advertising campaign will showcase a variety of uniquely Texas travel moments. The "Let's Texas" campaign is designed to promote Texas as a premier vacation destination to non-Texans through various audience outreach channels driving potential travelers to TravelTexas.com. The advertising program will reach prospective vacation travelers efficiently, while delivering high awareness levels and a large return on ad spend. While demographic targeting allows Travel Texas to reach desired generational segments, a step further will be taken by leveraging people-based data using consumer spending and behavioral data to narrow in on one shared conceptual mindset— to ensure that those targeted are all travel intenders. With this proven relevancy strategy, Millennial and Gen X audiences will continue to be the primary target audiences in all markets and Boomers will remain an important secondary target in 2020. Public relations and marketing activities proactively identify and address consumers, travel trade and media throughout the United States, Mexico, Canada, the UK, Germany, China, and Australia. Marketing and promotional activities include, but are not limited to: trade shows, sales and media missions, social media channels and consumer promotions. The Texas leisure travel and meetings market products are tactically promoted while concurrent co-operative opportunities for travel industry partners are generated. EDT is the only state entity mandated to primarily focus its tourism marketing efforts outside the state with the specific goal to increase non-Texan travelers to Texas. However, in-state travel is also promoted through the Travel Texas website and campaign as a result of these activities' encouragement of travel throughout the state. Travel Texas will also continue marketing and promotional efforts in the meetings and convention markets to assist in bringing non-Texan travelers to Texas for meetings, conventions, conferences, and exhibitions. Concurrent with EDT's out-of-state tourism marketing campaign, THC, TPWD, TCA, and TxDOT each conduct marketing activities within the state, focusing on stimulating tourism within Texas by Texans.

Cultural tourism is promoted through TCA via investments in art activities that enhance, support, and promote Texas tourism. The agency also continues to officially designate Cultural Districts and provides direct assistance at every stage of the process. In addition, new funds in TCA's budget appropriation for Fiscal Years 2020 and 2021 allow TCA to once again offer significant grants which support art activities and infrastructure in cultural districts that enhance, support, and promote Texas tourism throughout the state. TCA supports a diverse and innovative arts community in Texas and will participate in public

relations activities related to the promotion of arts tourism. These efforts are aimed to develop high-quality arts and cultural tourism destinations throughout Texas.

THC's marketing campaign places major emphasis upon sustaining the Texas Heritage Trails Program, along with the ongoing operations of 28 state historic sites. The agency and regional organizations continue to encourage travelers to visit the real places telling the real stories of Texas history. The agency continues to encourage heritage tourism within Texas through statewide marketing, 10 regional websites, printed and digital travel guides and tours, and the [www.TexasTimeTravel.com](http://www.TexasTimeTravel.com) website.

TxDOT conducts a broad-based tourism marketing effort to stimulate travel to and within the state using various tools including the following: the state's official travel magazine, *Texas Highways*, promotion of *Texas Highways* through web and social media platforms, the management of the Texas Travel Leads Database, the production and distribution of the state's travel literature, and the operation of DriveTexas™ highway conditions information program and the Texas Travel Information Centers.

TPWD markets many of Texas' nature-based tourism assets, including state parks and other tourism sites, while creating a greater appreciation of the state's natural and historical resources. TPWD leverages a wide range of communications methods to promote in-state tourism including the *Texas Parks & Wildlife* magazine; the *Texas Parks & Wildlife* TV show; the *Passport to Texas* radio show; news releases; podcasts; media relations; social media; email marketing; advertising; promotional efforts; consumer/trade events; mobile applications; and its websites and landing pages ([tpwd.texas.gov](http://tpwd.texas.gov); [texasstateparks.org](http://texasstateparks.org); [passporttotexas.org](http://passporttotexas.org); and [tpwmagazine.com](http://tpwmagazine.com)). The department also works closely with other tourism-related state agencies, tourism associations, local governments and partners to coordinate marketing efforts where possible.

## TOURISM MARKETING FUNCTIONS BUDGET

Entity	Primary Target Market	Tourism Functions	FY '20 Marketing (estimate)
EDT	Out-of-State domestic and international markets (non-Texans)	Promotion of the state's travel products and destinations through consumer advertising, marketing activities, public relations, and the consumer website, <a href="http://TravelTexas.com">TravelTexas.com</a> .	\$55,000,000
TCA	In-State (Texans)	Promotion of arts and cultural tourism opportunities by providing grants to arts and cultural organizations for product development and marketing.	\$0
THC	In-State (Texans)	Promotion of state historic sites and heritage attractions through media relations, promotional displays, brochures, advertising, events, consumer shows and websites <a href="http://www.thc.texas.gov/explore-texas">www.thc.texas.gov/explore-texas</a> <a href="http://www.TexasTimeTravel.com">www.TexasTimeTravel.com</a> .	\$330,000
TPWD	In-State (Texans)	Promotion of state parks, state historic sites and nature tourism through broadcast and print media, advertising, brochures, media relations and partnerships, events, marketing and promotions, consumer and trade shows, email marketing, social media, and <a href="http://tpwd.texas.gov">tpwd.texas.gov</a> and <a href="http://texasstateparks.org">texasstateparks.org</a> websites.	\$1,180,294
TxDOT	In-State (Texans)	Promotion of safe and pleasurable travel through publishing a variety of travel publications, primarily the Texas State Travel Guide, Texas Official Travel Map, Texas Highways Events Calendar, Texas Highways magazine, miscellaneous brochures, consumer trade shows, and <a href="http://texashighways.com">texashighways.com</a> .	\$2,481,351
		<b>TOTAL</b>	\$58,991,645

### III. RETURN ON INVESTMENT

As required in the MOU agreement, the five partner entities track their return on investment (ROI) in a process directed by EDT. An in-state ROI is calculated to measure advertising effectiveness of marketing efforts in the state, and an out-of-state ROI is calculated to evaluate EDT advertising efforts outside of Texas.

The Tourism ROI is a mathematical calculation that takes into account taxes generated from advertising and marketing influenced travel dollars spent divided by marketing dollars invested. Under this plan, each entity has provided EDT with an approved budget amount that is allocated to marketing activities in Texas. The amount has been added to a percentage of the EDT national budget for domestic tourism promotion based on the share of Texas households in the United States; this total will satisfy the dollar investment section.

The ROI process involves a survey completed by a contracted research vendor. The survey provides, among other things, an estimate of Texans whose travel decisions were influenced by marketing efforts executed, funded, and/or coordinated by the MOU partners. The incremental increase in travel and spending by households aware of tourism marketing efforts is determined, along with the resulting state tax dollars generated.

Preliminary estimates show that in-state advertising by the MOU agencies generated \$14.6 million in tax revenue for an ROI of \$10.81 for every \$1 invested. This figure is affected by level of ad awareness, incremental travel, and average visitor spending per trip.

### IV. FISCAL YEAR 2019 MOU ONGOING COLLABORATION

In FY '19, the MOU partners' accomplishments minimized duplication while achieving many coordinated priorities spanning across multiple program areas. Highlights of these accomplishments are below with detailed lists of accomplishments presented in each agency's action plan (Section VII).

- For FY '19, the five MOU agencies continued online collaborative efforts and assessed additional opportunities to further enhance collaboration through online and social media.
- EDT and TxDOT generate travel leads that were made available to travel partners via the Texas Travel Leads System.
- TxDOT managed the Travel Leads System database, containing contact information for the *Texas State Travel Guide* requestors generated by EDT advertising and marketing. The system is jointly owned by EDT and TxDOT.
- TxDOT delivered a 2019 digital edition of the *Texas State Travel Guide* for upload to [TravelTexas.com](http://TravelTexas.com).
- TCA, TPWD, TxDOT, THC, and EDT maintain active links to all MOU partner websites.
- TCA, TPWD, TxDOT, THC, and EDT participated jointly in promotional campaign activities to encourage travel in Texas during Texas Travel and Tourism Week.



- TXDOT published the spring, summer, winter, and fall issues of the *Texas Highways Events Calendar* and provided calendar content access to EDT through a web-based database for upload to [TravelTexas.com](http://TravelTexas.com).
- EDT successfully supported partner initiatives in out-of-state markets by promoting and marketing nature-based, heritage, and cultural tourism opportunities through a number of methods. These include campaigns across various media platforms, emphasizing programmatic digital advertising through high impact display and video advertising units along with social media.

**Program Support and Development:**

MOU agencies continued to provide appropriate program support for other agencies throughout FY '19.

- EDT worked with THC in the marketing of the historical and cultural tourism product to influence Texan and non-Texan travel to this product.
- EDT and other state agencies worked with THC in the assessment of applications for the Main Street Program.
- EDT led three community Tourism Assessments in coordination with TxDOT, TPWD, TCA and THC to support tourism development in Texas communities. These assessments included Greenville, Gonzales, and Stephenville.
- THC continued to work with TxDOT to identify, designate, interpret, and market Texas historic roads and highways such as the Bankhead Highway and Meridian Highway and promote the development of heritage tourism along these routes.
- THC collaborated with TCA on preservation and heritage tourism aspects of their Cultural Districts Program.
- TxDOT and TPWD continue to implement their plan to update all Great Texas Wildlife Trails highway signage, replacing missing or damaged original site signs and removing any signage at non-active sites.
- TxDOT hosted the 64th Annual Texas Travel Counselors Conference (TTCC) in Houston, TX with participation of other state partners.
- TPWD, TxDOT, TCA, THC, and EDT attended the Texas Travel Industry Association (TTIA) Unity Dinner held in Austin, TX on February 20, 2019. Industry partners from across the state were updated on marketing, promotional activities and opportunities.
- EDT presented co-operative opportunities for the Texas travel industry and updated industry partners across the state on marketing activities and opportunities at Texas Travel Industry Association's 33rd Annual Travel Summit in Galveston, TX.

**Content Sharing:**

MOU agencies continued to collaborate on content, resulting in a more cohesive marketing effort throughout the state.

- MOU partners continued to share and promote other agency posts across digital platforms to ensure maximum audience reception.
- TxDOT used TPWD photos in the 2019 Texas State Travel Guide, Texas Public Campgrounds, and the upcoming Texas Wild brochure.
- TPWD provided content for 7 regional sidebars for TxDOT's 2019 Texas State Travel Guide.
- THC will be providing content for 7 regional sidebars for TxDOT's upcoming 2020 Texas State Travel Guide.
- TxDOT promoted TCA's nomination search for Texas State Artists on the Texas Highways Facebook page.
- TxDOT shares Texas State Travel Guide photos and content with EDT.
- TxDOT shares Texas Highways Events Calendar listings with EDT.
- TxDOT shared articles from TexasHighways.com for use on TravelTexas.com.
- TCA shared partner content across digital platforms related to *Texas Highways*, Travel & Tourism Week, THC Hurricane Harvey funding, and TxDOT-TIC-related events.
- TPWD provided content for 7 regional state park sidebars for TxDOT's 2019 Texas State Travel Guide.
- TPWD provided photos in the 2019 Texas State Travel Guide and Texas Public Campgrounds.
- TPWD shared the February 2019 Texas Highways story "Impressive Wildflower Season Forecasted After Rainy Fall and Winter" in their e-newsletter, State Parks Getaways
- TPWD provided photos for print ads for the Office of the Governor-Tourism
- TPWD provided photos and content for use on TravelTexas.com.
- TPWD provided content and talking points for Travel Texas Instagram Stories including:
  - Fall foliage
  - First Day Hikes
  - Wildflowers
  - Texas Wildlife

**Publication and Print Material Distribution:**

MOU agencies worked jointly on the development, fulfillment, and distribution of travel literature and marketing materials state wide.

- TxDOT published the 2019 *Texas State Travel Guide* and provides content to EDT for [TravelTexas.com](https://www.traveltexas.com).
- TxDOT delivered a 2019 digital edition of the *Texas State Travel Guide* for upload to [TravelTexas.com](https://www.traveltexas.com).
- EDT, THC, TxDOT, and TPWD distributed MOU agency materials to target audiences at trade and consumer shows.
- TxDOT distributed each MOU agency's tourism marketing materials at the Texas Travel information Centers as appropriate and requested.
- TxDOT coordinated fulfillment activities on an ongoing basis and provided EDT with reports relating to ad codes information, which generates reports to show the effectiveness of data-entry vendors.

**Trade and Consumer Show Collaboration:**

Throughout FY '19, MOU agencies worked together to market the Texas travel product and participated in domestic and internationally located trade and consumer shows.

- MOU partners, including TxDOT, THC and TPWD, marketed the Texas travel product at in-state consumer shows and events.
- EDT marketed the Texas travel product at out-of-state travel trade shows, consumer shows and events.

**Research Collaboration:**

- MOU partners continued to share data collected by respective agencies.
- EDT directed the measurement of a combined ROI of advertising efforts in the state by the MOU agencies.

## V. FISCAL YEAR 2020 MARKET OVERVIEW & STRATEGY

The most recent domestic travel data, from Calendar Year 2018, showed that Texas remains one of the most visited states with an estimated 213 million in-state and out-of-state visitors to Texas destinations.

EDT's travel research has shown that consumers make their travel plans based upon travel motivators which drive their travel behavior. As a result of this research, in FY '20, the MOU entities will continue to pursue an overall travel motivating marketing strategy that focuses on promoting experiences that Texas has to offer to both out-of-state and in-state travelers.

EDT's campaign will continue to be the primary vehicle to market Texas as a premier tourism destination outside Texas. Each entity will use the following slogans where appropriate:

Agency	Slogan(s)
EDT	"Let's Texas"
TCA	"Investing in a Creative Texas"
THC	"Real Places Telling the Real Stories" "Visit the Texas Heritage Trail Regions and see where it all happened" "Storied Sites of Texas"
TPWD	"Life's Better Outside"®
TxDOT	<i>Texas Highways</i> <i>Drive Texas™</i> <i>True Texas™</i> <i>True Texan™</i>

### Objectives:

- Produce strong cost-effective levels of response, promote positive changes in perception of Texas as a leisure travel destination and create increased travel and revenue for the State of Texas via tourism advertising, public relations and travel trade relations.
- Build and maintain awareness of the vacation opportunities in the State of Texas to target audiences.
- Recognize niche markets that offer important benefits of visitation to and within Texas.
- Promote and market Texas as a premier meetings and convention destination.
- Increase awareness of the benefits of Texas as a winter destination.
- Ensure the state is "Tourism Ready."

### Tactics:

Coordinate comprehensive marketing efforts consisting of:

- Implement multimedia advertising targeting prospects with the highest propensity of travel to and within Texas.
- Expand upon social media platforms for all MOU agencies in order to more strategically and cost-

effectively market Texas.

- Increase the number of email subscribers to MOU agencies' e-newsletters and email blasts to enable cost-effective marketing to travelers.
- Conduct media and trade familiarization tours, promotions, missions, and educational seminars; and participate in trade and consumer shows.
- Produce and work in coordination to distribute high-quality travel literature including the *Texas State Travel Guide*, *Texas Official Travel Map*, *Texas Highways* magazine, *Texas Highways Events Calendar*, *Texas Parks & Wildlife* magazine, the *Texas Heritage Travel Guide* and other thematic heritage tourism brochures, the *Texas State Park Guide*, various recreational and state park brochures, and various travel trade publications.
- Maintain a comprehensive website presence through [TravelTexas.com](https://www.traveltexas.com) and other MOU partner websites, with links connecting these partner sites. Incorporate social media into all agency websites.
- Provide communities, partners and tourism-related businesses with tools and opportunities to build, enhance, and market their tourism products through workshops, assessments and cooperative marketing and advertising opportunities.
- Maintain travel industry websites that provide travel research, marketing and promotional information, and media and travel trade leads for travel industry partners.

## **VI. FISCAL YEAR 2020 HIGHLIGHTS OF PLANNED MARKETING ACTIVITIES**

### **In-State**

In FY '20 MOU partners will conduct marketing and promotional efforts targeted within Texas. Their diverse marketing and promotional activities are intended to encourage Texans to travel and experience the multitude of historical, cultural, and nature-based tourism opportunities available throughout the state.

- The TCA, THC, TPWD, and TxDOT Action Plans are located at <https://gov.texas.gov/travel-texas> and provide detailed descriptions of each individual agency's planned marketing activities for FY '20.
- The full research and tourism development activities conducted by EDT and a wide range of tourism-related reports are available for request for Texas communities through <https://gov.texas.gov/travel-texas>.
- EDT activities aimed at influencing and promoting travel to Texas will include advertising efforts seen nationally through campaigns across various media platforms, including TV, programmatic digital advertising through high impact display and video advertising units along with social media efforts which influence travel in Texas.

- EDT will continue to partner with TCA, THC, TxDOT, and TPWD in the development and promotion of historic and heritage tourism, cultural tourism and the arts, and nature-based tourism.
- In addition to marketing information, the plans of TCA, THC, TxDOT, and TPWD include information on tourism product development, program development and customer service activities for the upcoming fiscal year. These activities are not considered to be marketing, but they are a vital component of tourism to and within the state of Texas. Product/program development and customer service ensure travelers to Texas experience high-quality destinations and activities in a hospitable atmosphere.

## **Out-of-State**

The major vehicle used to market out-of-state tourism is the advertising campaign conducted by Travel Texas (EDT). This campaign promotes Texas as a premier travel destination to potential and repeat visitors through national and international advertising. The Travel Texas leisure advertising campaign will showcase a variety of uniquely Texas travel moments. The “Let’s Texas” campaign is designed to promote Texas as a premier vacation destination to non-Texans through various audience outreach channels driving potential visitors to TravelTexas.com. The advertising program will reach prospective vacation travelers efficiently, while delivering high awareness levels, advertising influenced travel to Texas, and a large return on ad spend.

Travel Texas will continue a public relations and trade relations campaign targeting the domestic and international leisure traveler, travel trade professionals and media while providing co-op opportunities for Texas travel industry partners to expand their efforts domestically and internationally.

The Travel Texas FY ‘20 marketing plan is located at <https://gov.texas.gov/travel-texas>.

## **Goals for Fiscal Year 2020**

These additional items were identified as ongoing priorities:

- Increase travel to and within Texas destinations and attractions contributing to the economic development of communities and the state.
- Share information on tourism publications produced and planned by each entity, including online versions of existing publications to most effectively reach travelers and inform them of travel opportunities across the state.
- Share information on website analytics to improve website effectiveness and other internet marketing initiatives.
- Identify additional joint cooperative advertising and marketing and/or public relations opportunities.
- Further content sharing, especially in the social and internet platforms.
- Assess fulfillment activities in an effort to continually improve effectiveness.
- Coordinate state tourism development, marketing and customer service in quarterly meetings of the Texas State Agency Tourism Council (TSATC).
- Consider opportunities and cost effectiveness related to additional joint research projects and

return on investment.

- Participate in planned EDT community assessments as requested.
- Coordinate promotional efforts, i.e. distribution of each entity's marketing materials at state managed facilities, consumer and travel trade shows, reciprocal links to each other's websites, etc.
- Coordinate efforts and presentations to travel industry partners on programs and opportunities during Texas Tourism Week, Texas Travel Industry Association (TTIA) Unity Dinner, TTIA Texas Travel Summit, and other travel industry or community opportunities that arise.

This Strategic Tourism Plan is an ongoing process. As shifts in travel trends and new opportunities become available, the strategy will be updated each year to reflect industry changes. Over the next year, cooperation of the MOU partners will continue to provide a unified approach to Texas' tourism marketing strategy.

Communication and regular meetings take place with the MOU partners to continually support each other and remove duplication of efforts. Each year the MOU Strategic Plan evolves to better provide services to travelers in addition to justifying the state funds received and expended to promote tourism to and within Texas.

## **VII. INDIVIDUAL AGENCY PLANS**

The Travel Texas marketing plan for FY '20 is posted at: <https://gov.texas.gov/travel-texas>.

The FY '20 plans of action for TCA, THC, TPWD, and TxDOT are included in this document, which will be posted on the <https://gov.texas.gov/travel-texas> website.



## **Fiscal Year 2020 PLAN OF ACTION**

### **Tourism Memorandum of Understanding**

On June 1 of each year, the Texas Department of Transportation (TxDOT), Texas Parks and Wildlife (TPWD), Texas Historical Commission (THC), and Texas Commission on the Arts (TCA) provide the Office of the Governor, Economic Development and Tourism (EDT) with a plan of action for their respective agency's proposed tourism activities for the following fiscal year. These five agencies work together under a Memorandum of Understanding (MOU) to promote Texas tourism.

#### **I. SUMMARY OF RESOURCES, ACTIVITIES, AND MATERIALS RELATED TO THE PROMOTION OF TOURISM PROPOSED TO BE PROVIDED BY THE AGENCY**

1. TCA's budget appropriation for Fiscal Years 2020 and 2021 increases funding for Cultural Tourism grants.
2. New funds in TCA's budget appropriation for Fiscal Years 2020 & 2021 allow TCA to once again offer significant grants for designated Cultural District marketing, infrastructure, and events. The highly competitive Arts Respond Cultural District Project grant program was put on hiatus for the 2018-2019 biennium due to lack of funding. The program is open to established nonprofit arts organizations and local governmental arts agencies in designated Cultural Districts. For Fiscal Year 2020, TCA expects to grant \$5,000,000 through this program.
3. TCA received an appropriation for Arts and Cultural Grants. \$670,000 of those funds will be invested in art activities that enhance, support and promote Texas tourism throughout the state, through grant programs other than the Arts Respond Cultural District Project grants. The grants will be open to organizations regardless of whether they are in a designated cultural district.
4. TCA will continue to officially designate Cultural Districts on behalf of the state.
5. TCA's professional development and technical assistance work will include strengthening cultural districts' and art organizations' ability to plan appealing events with community partners and to market themselves and their programs/events outside their immediate communities.
6. This Plan of Action outlines the activities and programs TCA has planned at this time.



## **II. PLAN OF ACTION FOR THE AGENCY'S PROPOSED TOURISM ACTIVITIES**

### **1. Marketing Priorities**

a) TCA will participate in marketing and public relations activities related to the promotion of arts tourism as allowed by budget resources. The Texas Commission on the Arts' budget appropriation does not include any funds for marketing; TCA does not conduct any paid marketing efforts. The agency's Director of Communications coordinates TCA's tourism efforts.

### **2. Product Development Priorities**

a) Grants — TCA's Arts Create and Arts Respond grant categories invest funds in projects that exemplify cultural tourism including major art festivals, exhibitions, and other types of artistic programming that attract audience members from another county or community. Additionally, the revived Arts Respond Cultural District Project program will provide significant funding to projects that use the arts to diversify local economies, generate revenue, and attract visitors and investment to designated Cultural Districts. Complete information on grant eligibility and the application process for each program is available online at [www.arts.texas.gov](http://www.arts.texas.gov) under the Grant Guidelines link.

b) Cultural District Designation — TCA is the state agency responsible for officially designating Cultural Districts on behalf of the state. TCA will educate communities about the process of applying for official Cultural District designation and provide direct assistance at every stage of the process. TCA has produced a series of recorded webinars outlining the Cultural District process which are available for free on the TCA website.

c) Diplomacy and Protocol — TCA will provide support to the executive and legislative branches of Texas state government related to diplomacy and protocol activities. This may include providing works by Texas artists for presentation to foreign dignitaries or arranging for performing artists to participate in appropriate activities including trade missions and tourism promotion campaigns.

### **3. Program Development Priorities**

a) Promotion of Resources — TCA staff will promote cultural tourism online and at conferences, workshops, and seminars throughout the year as allowed by budget resources.

b) Referrals — TCA staff will encourage arts organizations to develop relationships with their local chambers of commerce and convention and visitors bureaus to ensure their offerings are included in local tourism development efforts. Additionally, TCA will direct arts constituents to utilize state resources available through the other MOU partners. Improved use of the Texas Highways Events Calendar and TravelTexas.com will be emphasized.

c) Professional Development Tools — TCA produces a free series of professional development webinars to provide expanded resources to the field. The well-received webinars are recorded and available at <https://vimeo.com/txartspd>. The webinars frequently discuss resources for marketing and tourism efforts. Tourism-related topics include: tourism resources, the benefits of relationships between arts organizations and convention and visitors bureaus, audience building, strategic marketing, social media, and special events/festivals. TCA continues to maintain the *Tools for Results Tool Kit* as a way to assist nonprofit organizations in their work, including tourism development and promotional activities.

d) TCA will work with eligible entities in Cultural Districts to familiarize them with the guidelines and intent of the Arts Respond Cultural District Project grants and provide assistance at every stage of the process.

#### **4. Customer Service Priorities**

TCA plays an indirect role in tourism-related customer service to the public. The agency does not have oversight of any physical venues or resources. TCA provides funding and other types of assistance to organizations who in turn interface with the public and are involved in the direct administration of customer service activities. TCA prioritizes prompt, courteous, and informative customer service for inquiries regarding all TCA grants, programs, and resources.

### **III. AGENCY PROPOSED BUDGET FOR TOURISM ACTIVITIES**

	General Revenue
Marketing	N/A
Program Development	\$250
Product Development	\$5,670,000
<b>TOTAL:</b>	<b>\$5,670,250</b>

TCA does not conduct any paid marketing efforts.

The costs shown in “Program Development” are the anticipated costs associated with conducting and recording tourism-related professional development webinars and communicating this opportunity to the field.

TCA’s FY20 budget includes \$5,670,000 for support of arts-related cultural tourism activities. These dollars are distributed to nonprofits and units of government through TCA’s grant programs. Grant recipients use the funds for activities such as major festivals/exhibitions, expanded marketing campaigns, wayfinding and enhancements in cultural districts, and programming that will attract visitors from outside the area.

### **IV. MEASURABLE GOALS AND OBJECTIVES OF THE AGENCY RELATED TO THE PROMOTION OF TOURISM**

The Texas Commission on the Arts has a performance measure related to the promotion of tourism. The measure captures the number of grants awarded that promote cultural tourism.

### **V. PROPOSED MARKETING MESSAGE, MATERIALS, LOGO, SLOGAN OR OTHER COMMUNICATIONS TO BE USED IN TOURISM-RELATED EFFORTS**

*Investing in a Creative Texas* – this is the agency tag line.

## **VI. FISCAL YEAR 2019 ACCOMPLISHMENTS**

- In Fiscal Year 2019, TCA invested grants in arts organizations that provided more than 354 cultural tourism events or attractions in Texas, despite the discontinuation of the Cultural District Project grants program.
- TCA participated in Texas Travel Week by promoting the designation through social media.
- As the state agency with authority to officially designate Cultural Districts on behalf of Texas, TCA approved four new cultural districts, for a total of 40 cultural districts throughout the state. The most recently approved cultural districts are:
  - Canadian Cultural District
  - Historic Downtown McKinney Cultural District
  - Old Spanish Trail Cultural Corridor in San Antonio
  - Sherman Cultural District
- TCA promoted the new cultural districts via press release, newsletters and social media.
- TCA staff participated in meetings of the Texas State Agency Tourism Council (TSATC) and provided agency updates to other participating agencies. TCA staff used the meetings as a forum to learn about possible partnership opportunities with TSATC members, to share information about TCA resources that might be useful to other TSATC members and their constituents, and to learn about other State resources that might be appropriate for arts organizations.
- TCA continued its support for the MOU joint return on investment (ROI) research project.
- TCA maintains links to all MOU partner websites and routinely distributes information on their programs at meetings and workshops.
- In August 2019, TCA will conduct a professional development webinar on the tourism resources provided by EDT and the TxDOT Travel Information Division, featuring representatives of those departments. TCA already features the Texas Historical Commission's Texas Historic Preservation Tax Credit Program in the Professional Development Webinar Series, expecting it to be of particular interest to organizations in Texas Cultural Districts.
- TCA staff members served on tourism assessment teams led by EDT in Gonzales, Greenville, and Stephenville in Fiscal Year 2019.
- A TCA representative was part of a team that presented on tourism assessments and related agency resources as part of a regional meeting of the Texas Downtown Association in Waco.
- TCA follows MOU partners on social media platforms and, when their posts contain content that can be overlapped with arts and culture interests, shares the posts.
- TCA worked with TxDOT's photography librarian to acquire professional photographs from across the state to update TCA's website and communications materials.
- TCA and THC met with the TxDOT Travel Information Division to pursue additional ways to cross-promote Cultural Districts and the tourism assets of the other agencies.

- TCA continues to provide resources and information in support of the tourism-dependent Texas Gulf Coast area as it recovers from Hurricane Harvey.

## **VII. AGENCY TOURISM CONTACT**

Designation of primary agency representatives by the Executive Director of EDT and Executive Director of the other agencies, will meet as often as necessary but no less than twice annually to coordinate efforts related to tourism marketing and promotion.

Primary designee: Anina Moore, TCA Director of Communications

The Executive Director of EDT and Executive Directors of the four participating state agencies will be briefed at least once a year during a joint meeting.

## TEXAS HISTORICAL COMMISSION

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### Fiscal Year 2020 Plan of Action

## Tourism Memorandum of Understanding

On June 1 of each year, Texas Department of Transportation, Texas Parks and Wildlife, Texas Commission on the Arts and Texas Historical Commission provide Office of the Governor, Economic Development and Tourism with a plan of action for their respective agency's proposed tourism activities for the following fiscal year. The plan identifies priorities of the Texas Historical Commission related to the promotion of tourism including marketing, product development, program development, budget, and measurable goals and objectives.

The Texas Historical Commission (THC) is charged with promoting heritage tourism by assisting local governments, organizations, and individuals in the preservation, enhancement, and promotion of heritage and cultural attractions in the state. The program is required to include efforts to:

- Raise the standards of heritage and cultural attractions around the state
- Foster heritage preservation and education
- Encourage regional cooperation and promotion of heritage and cultural attractions
- Foster effective local tourism leadership and organizational skills

The following is the Plan of Action for the agency's proposed tourism activities for Fiscal Year 2020.

### **I. SUMMARY OF RESOURCES, ACTIVITIES, AND MATERIALS RELATED TO THE PROMOTION OF TOURISM PROPOSED TO BE PROVIDED BY THE AGENCY**

For two decades, the Texas Heritage Trails Program of the THC has supported the development and promotion of heritage tourism statewide through the participation of dedicated nonprofit heritage trail regions. The agency and regional organizations work with local and statewide partners to encourage travelers to visit the real places telling the real stories of Texas history. The program assists the preservation and development of authentic experiences and places for heritage tourists in order to provide economic benefits for the state's citizens and communities, both urban and rural. Regional initiatives in conjunction with statewide marketing, printed and digital travel guides and tours, 10 regional websites, and [www.TexasTimeTravel.com](http://www.TexasTimeTravel.com) are designed to provide visitors information about the places to experience the state's history and culture.

The 86<sup>th</sup> Legislature provided continued funding for the Texas Heritage Trails Program for FY 2020 and FY 2021. The THC's heritage tourism development and promotion activities were appropriated \$1,000,000 each year of the biennium with the bulk of the funding being provided to the regional organizations to support their heritage tourism work. The balance of that funding will permit the maintenance and upgrades to existing heritage tourism tools and products that support the Texas Heritage Trails Program. The development of new tools, products, and marketing will be limited but is under consideration as funding permits. The state historic sites managed by the THC were appropriated funds for continued operations, including the ability to address some deferred maintenance issues, capital improvements, and disaster recovery. Legislation also transferred management of six additional state historic sites to the commission, bringing the total of sites managed to 28.

## II. PLAN OF ACTION FOR THE AGENCY'S PROPOSED TOURISM ACTIVITIES:

### 1. Marketing

A marketing investment is defined as one that actively reaches out to influence a potential traveler to make travel decisions to visit a specific destination or to make decisions to engage in one or more activities or a public event.

- Develop and launch a quarterly email newsletter marketing campaign specific to heritage tourism.
- The agency will continue statewide distribution of the *Texas Heritage Travel Guide* covering all 10 Texas Heritage Trail Regions.
- Continue to distribute the *Chisholm Trail Travel Guide* and the *Texas and the Great War Travel Guide*.
- Continue distribution of cultural heritage travel guides *Hispanic Texans: Journey from Empire to Democracy* along with its Spanish language companion version and *African Americans in Texas: A Lasting Legacy*.
- Continue to distribute the existing stock of individual region travel guides through direct mail, online requests, the regional network, and TxDOT Travel Information Centers as stocks are available.
- Encourage regional partner attendance at FY 2020 travel trade and consumer shows. The agency anticipates utilizing funds to underwrite the necessary exhibition space at the 2019 Texas State Fair on behalf of the regions.
- THC will provide materials and publications for Office of the Governor, Economic Development and Tourism Division, to be available at travel shows. THC will provide staff when requested to assist the Office of the Governor, Economic Development and Tourism with promotional events, as well as other MOU agencies.
- Provide hosting, technical support, content and technology upgrades for [www.teaxastimettravel.com](http://www.teaxastimettravel.com), the 10 Texas Heritage Trail Region websites, and the mobile friendly versions of all 11 websites as existing funding permits.
- Tentative plans include redesign, updating, and user-enhancements to [www.texastimettravel.com](http://www.texastimettravel.com) suite of websites.
- Maintain Texas Time Travel Tours, a mobile tour platform directing travelers to over 700 destinations. Themed tours enhance the travel experience through historic images and audio and video stories of significant and little known historical events. Tours are available via [www.texashistoryapp.com](http://www.texashistoryapp.com).
- Implement the Strategic Marketing Plan developed for the agency-managed state historic sites.
- Integrate the six transferred state historic sites and continue to enhance the 28 THC Historic Sites' web presence and the "Explore Texas" portion of the agency website.
  - Utilize the website: [www.texashistoricsites.com](http://www.texashistoricsites.com) which redirects to the state historic sites page on the THC website, where visitors can access THC-managed state historic sites.

- National and Texas Travel & Tourism Week – coordinate with Tourism MOU partners and the Texas Travel Industry Association.
  - Provide information for media outlets regarding the observance of Tourism Week.
  - Offer a Free Sites Day featuring free admission to the agency operated sites in conjunction with Texas Travel & Tourism Week.
- Continue promoting the Texas Heritage Trail Regions, heritage tourism, and state historic sites through use of press releases and travel articles as opportunities arise. THC will provide press releases several times a year to promote traveling within the state to enjoy special heritage celebrations, i.e., Texas Independence; summer vacations at historic venues; fall festivals and events; holiday tours and events. THC will continue to emphasize heritage travel opportunities in each quarterly issue of the *Medallion* publication.
- Continue to promote individual state historic site events with flyers, ads and media advisories.
- Utilize social media including blogs, Facebook, YouTube, Instagram, Twitter, and Pinterest to promote heritage travel in Texas reaching over 181,876 followers of the agency's channels.

## 2. Product Development

A product development investment is defined as one that results in the creation, development and/or advancement of tourism destinations through agency resources or the provision of direct financial support in the form of grants or site assistance and information on access to such financial resources.

- Complete Hurricane Harvey recovery work at Fulton Mansion SHS, Varner Hogg Plantation SHS, and Sabine Pass Battleground SHS so that they can be fully reopened to the public.
  - Complete the recovery efforts at Fulton Mansion State Historic Site so that the home's collection can be returned to the facility. During the interim, the site is open to the public including the museum and hard-hat tours of the mansion are being provided to visitors. Fulton Mansion will reopen fully to the public on December 14, 2019.
- Complete initial tornado recovery work at Caddo Mounds SHS so that it can be reopened to visitors. Begin design and construction of replacement visitor, museum, and administration facilities destroyed by the 2019 tornado.
- Begin operational and visitor improvements to the six, newly-transferred state historic sites. In addition to the six sites transferring at the beginning of the year, the Star of the Republic Museum at Washington-on-the-Brazos State Historic Site will transfer January 1, 2020 from Blinn College to the THC.
- Provide one-on-one technical assistance to historic attractions across the state to improve the visitor experience at attractions and sites is likely to be limited to providing heritage tourism expertise to the Office of the Governor, Economic Development & Tourism for their tourism assessment visits.
- Continue initial development of the Texas Music History Trail and the Tom Lea Trail through planning for digital travel tools, site designation criteria, and icons to be used for promoting tourism for these trails.

- Continue to implement capital improvement and interpretive projects at the 28 state historic sites to improve the visitor experience.
  - Begin construction on a new 30,000 square foot museum and visitor center for Levi Jordon Plantation State Historic Site so that the site can be regularly accessible to the public.
  - Museum and visitor center renovation and expansion is under construction for Mission Delores State Historic.
  - Restoration and major improvement to the French Legation is underway in preparation for reopening to the public.
  - Interior restorations are underway at Starr Family Home and Sam Bell Maxey state historic sites.
  - Interpretive structures are being built at San Felipe de Austin State Historic Site for living history programs. The structures are evocative of the historic town with accurately furnished interiors.
  
- Continue to integrate the French Legation in Austin into the State Historic Site system.
  
- Continue distributing the digital edition of the *Heritage Tourism Guidebook* designed to assist local communities in developing heritage tourism as an economic development and preservation tool.
  
- Continue working with the National Park Service on the development of the national historic trails, El Camino Real de los Tejas and El Camino Real de Tierra Adentro.
  - Continue working with the El Camino Real de los Tejas National Historic Trail Association and their partners to support the further development of the trail.
  - Help facilitate the acquisition of signage for communities located on the trails, including coordination where necessary with TxDOT.
  - Facilitate the nomination of resources along the trails to the National Register of Historic Places.
  - Continue coordination efforts with the National Park Service, Mexico's National Institute of Anthropology and History, Bureau of Land Management, New Mexico's State Historic Preservation Office to share site data, research, and expertise regarding the internationally significant trails.
  
- Continue working with TxDOT on the Historic Highways Program to identify, designate, interpret and market Texas historic roads and highways. Facilitate community implementation of the cooperative Historic Texas Highways *Signage Management Plan*.
  
- Initiate statewide Green Book Project to document and research the historic African-American travel guide (i.e. Green Book) resources, such as motels, diners, gas stations, night clubs, etc. As part of the Jim Crow era and ethnic heritage, these resources are rapidly vanishing and are an under-told story that needs to be shared with the public.

### 3. Program Development

A program development investment is defined as one that provides infrastructure development, technical assistance, educational opportunities, training programs, or otherwise fosters tourism partnership development.



- Through the Texas Heritage Trails Program, facilitate networking among tourism and preservation communities to maximize tourism resources, particularly in rural areas. The regional operations of the program are anticipated to continue at full capacity in FY 20. Statewide strategic planning for heritage tourism will be completed during the fiscal year.
- Continue to work with the National Park Service toward the inclusion of the Chisholm and Western Cattle Trails as national historic trails.
- Continue to utilize the heritage tourism listserv to promote Texas tourism and to educate Texans regarding tourism and historic preservation with approximately 800 subscribers.
- Continue active participation in the tourism industry through partnerships with Texas State Agency Tourism Council (TSATC) and Texas Travel Industry Association (TTIA). Senior staff of the agency chairs the TSATC and serves as an ex-officio member of the TTIA Board of Directors.
- Continue working with the National Park Service in the development of El Camino Real de los Tejas National Historic Trail. This involves tourism partners in communities along this national historic trail.
- Provide sponsorship capabilities on the 10 Heritage Trail Region websites on various pages of each site. This is intended to allow additional revenue sources for the 10 regional organizations.
- Continue to offer preservation and heritage tourism assistance to the Texas Commission on the Arts for their Cultural Districts Program when requested.
- Continue cooperating with TxDOT on the Historic Highways Program for the identification, designation, interpretation and marketing of Texas historic roads and highways. Specific ongoing work with TxDOT to mark the Bankhead Highway, Route 66, and Meridian Highway as Texas Historic Highways will continue.
- Develop and host the fourth annual Real Places conference in January 2020, building on the success of prior conferences that connected new constituents and communities with the Texas Heritage Trail Regions, to improve the development of heritage tourism opportunities and their subsequent economic impact. The conference scope has broadened to emphasize the significance preservation and community development activities have on improving the quality of visitor experience and authenticity of heritage offerings.

#### **4. Customer Service**

Customer service is hospitality toward visitors and interaction with travelers or prospective tourists for the purpose of assisting them with a travel-related decision or providing assistance to them during their stay.

- Implement improvements for existing digital tools for the traveler to assist in trip planning, enhance visitor experiences, and increase heritage tourism.
  - Maintain Texas Time Travel Tours, a mobile tour platform for travelers' use with 11 varied statewide travel themes.
  - Maintain the content for travelers on [www.texastimetravel.com](http://www.texastimetravel.com) and the 10 regional sites.
- Support regional partner attendance at FY 2020 travel consumer shows including the 2019 Texas State Fair.

### III. AGENCY PROPOSED BUDGET FOR TOURISM ACTIVITIES

#### THC Direct Tourism Budget for Fiscal Year 2020

<b>Heritage Tourism Program</b>	State GR
Marketing	\$70,000
Product Dev.	\$347,000
Program Dev.	\$875,000
<b>HERITAGE TOURISM PROGRAM TOTAL</b>	<b>\$1,292,000</b>
<b>22 State Historic Sites</b>	Sporting Goods Sales Tax Revenue, Appropriated Receipts, Bond Funds, State GR
Marketing	\$260,000
Product Development	\$31,517,726
Program Development	included with product development
<b>HISTORIC SITES PROGRAM TOTAL</b>	<b>\$ 31,777,726</b>
<b>TOURISM MARKETING TOTAL</b>	<b>\$ 330,000</b>

The projected tourism budget for the agency includes the Heritage Tourism Program, part of the agency's development assistance budget strategy and the operation and maintenance in Historic Sites Division's budget strategy. The 28 state historic sites are managed both for their protection as artifacts and places especially important to the state's heritage, as well as tourism and educational destinations for locals, visitors from across Texas, and those from outside the state or internationally. Funds targeted specifically for marketing can be isolated and quantified however the operations and management functions encompass both product development and program development and it is beyond the scope of this document to differentiate between the two. These funds include staffing, maintenance, capital improvements to visitor sites, and all other related operations. The agency received several large, one-time appropriations for FY20 related to deferred maintenance and capital improvements at the State Historic Sites, in addition to increases associated with the transfer of sites from Texas Parks & Wildlife Department.

The more discrete Heritage Tourism Program funding can be estimated across all 3 budget categories, though there is some overlap among the expenditures that serve more than one purpose. The \$70,000 of marketing expenditures attributed to the heritage tourism budget include funds to support and distribute the print and digital marketing tools or materials as well as funds to support consumer travel shows such as the Texas State Fair. The estimated product development expenditures attributed to the heritage tourism program total \$347,000 and include heritage tourism staff salaries and benefits, as well as funds utilized to develop or improve heritage tourism opportunities and visitor experiences across the state. The \$875,000 program development estimates for the heritage tourism program include the funding provided to the 10 Texas Heritage Trail Regions through contracts for services with the nonprofit organizations. It also includes staffing dedicated to support of the Texas Heritage Trails Region. The work products of the regions vary significantly and encompasses marketing as well as product and program development. For the purposes of this document and because the funding supports the professional staff of each region who undertake the heritage tourism services, it is categorized most appropriately as program development.

The Heritage Tourism Program component of the overall budget above totals \$1,292,000 with only \$70,000 of that amount for marketing as defined by this document. The remaining \$31.7 million is for

the operation and support of the state historic sites as tourist destinations and to protect the historic properties.

#### **IV. MEASURABLE GOALS AND OBJECTIVES OF THE AGENCY RELATED TO THE PROMOTION OF TOURISM**

- Number of unique visitors to [www.texastimettravel.com](http://www.texastimettravel.com) and the 10 region sites.
- Number of visits, unique visitors, page views, and associated metrics for users of Time Travel Tours
- Number of promotional materials distributed, printed, and downloaded.
- Visitation at the agency's 28 state historic sites.
- Amount of local, regional, and private cash or in-kind contributions to the 10 heritage region organizations.
- Volunteer hours contributed to the work of the 10 heritage regions.
- Number of individuals assisted by the 10 heritage trail regions.

#### **V. ANY PROPOSED MARKETING MESSAGE, MATERIALS, LOGO, SLOGAN OR OTHER COMMUNICATIONS TO BE USED IN TOURISM-RELATED EFFORTS**

- Continue to implement the THTP's "Visit the Texas Heritage Trail Regions and see where it all happened" as utilized on existing websites, mobile applications, and printed products.
- Continue to utilize Texas Time Travel and its associated branding for consumer-oriented heritage tourism materials.
- Continue to utilize "real places telling the real stories" of Texas in marketing efforts.
- Continue to roll out the new "Storied Sites of Texas" campaign for the 28 State Historic Sites as recommended in the *Strategic Marketing Plan*.
- Continue to utilize the 10, blue and white, heritage trail region logos derived from the 10,000 plus statewide highway signs.
- Utilize the "Stay an Extra Day in Texas" slogan as appropriate in promotion of the Texas Heritage Trails and heritage tourism generally.

#### **VI. FISCAL YEAR 2019 ACCOMPLISHMENTS**

- Stabilized and partially-reopened the Fulton Mansion State Historic Site after significant damage from Hurricane Harvey.

- Commenced a feasibility analysis of incorporating the Charles Goodnight Historical Center in Armstrong County as a state historic site.
- Continued to administer projects from the Texas Preservation Trust Fund related to Hurricane Harvey recovery. The agency was formally awarded more than \$12 million in National Park Service funds to be granted to local recovery efforts at historic properties damaged by the hurricane.
- Participated in consumer travel shows and events such as the State Fair of Texas.
- Completed special activities and promotions celebrating 50 years of the Texas Heritage Trail Regions include retracing Gov. John Connally's inaugural driving caravan dedicating the Trails in the Mountain Trail region, and a 10-month "Stay an Extra Day" sweepstakes offering vacation package prizes for the 10 regions, with one vacation give-away happening each month. The campaign generated 9,910 contest entries, and resulted in 3,903 new email subscribers and 12,413 unique page views.
- Created and distributed THC's *The Medallion* with quarterly highlights on heritage tourism destinations.
- Conducted media relations activities including statewide distribution of media alerts, TV and radio interviews for activities that included other MOU agencies such as Texas Travel and Tourism Week events.
- THC promoted and hosted the annual free admission day at state historic sites as part of Texas Travel and Tourism Week.
- THC representative chaired the Texas State Agency Tourism Council.
- Provided heritage tourism expertise to site assessments of three communities at the request of Office of the Governor, Economic Development and Tourism.
- Hosted the 2019 Real Places conference with nationally recognized speakers that covered innovative methods for connecting with visitors and improving their experience. Attendance growth exceeded 60-percent over the prior year.

## **VII. INDIVIDUAL AGENCY AWARDS AND ACHIEVEMENTS**

- The Texas Historical Commission recognized the 2019 Governor's Award for Preservation to the boards of directors for the ten nonprofit heritage trail regions.
- Governor Greg Abbott officially congratulated each of The Texas Heritage Trail Regions for their 50<sup>th</sup> Anniversary as Texas Travel Trails and 20 years of regional operations contributing to statewide heritage tourism development and promotion.
- Received a 2017 Lonestar Regional Emmy for outstanding achievement in the Historic Cultural category for three short videos produced for inclusion in the *WWI: Texas and the Great War* and *WWII on the Texas Home Front* mobile tours.

- The San Antonio Conservation Society named THC's Landmark Inn State Historic Site as a 2018 Preservation Award winner for the completed restoration.
- The traditional grass house reconstruction at Caddo Mounds State Historic Site received the 2018 Paul E. Buchanan Award from the Vernacular Architecture Forum. (Please note the reconstructed grass house was subsequently destroyed by the spring 2019 tornado that damaged the site and surrounding community.)
- Texas Historical Commission Chairman John L. Nau, III., Received the 2018 Silver Spur Award from the Texas Travel Industry Association for his commitment and dedication to heritage tourism and improving the experience of visitors to Texas.
- Continued enhancements for [www.texastimetravel.com](http://www.texastimetravel.com) and the 10 Texas Heritage Trails Region websites with dynamic, engaging and interactive content. Maintained versions of all 11 sites optimized for mobile. These sites had more than 375,000 unique users.
- The combined social media pages of the Texas Heritage Trail Regions achieved more than 147,000 followers.
- Distributed approximately 90,000 printed guides to travelers for the THTP regions with individual regional guides remaining in print.
- Continued distribution of the 72-page *African Americans in Texas: A Lasting Legacy* and integrated guide information into [www.texastimetravel.com](http://www.texastimetravel.com). Approximately 30,000 printed versions of the guide were distributed to travelers in FY 19.
- Continued distribution of a 100-page *Hispanic Texans: Journey from Empire to Democracy* travel guide in both English and Spanish. Approximately 14,000 copies of the English language and 6,000 of the Spanish language version were distributed to travelers in FY 2019.
- Continued distribution of *Texas Heritage Travel Guide* covering all 10 Texas Heritage Trail Regions. An estimated 32,000 copies of the guide were distributed to travelers in FY 2019.
- Hosted and maintained the free *Texas Time Travel Tours* app available for mobile as well as a web-based application. The travel app includes 11 statewide thematic tours that complement other agency tourism and research initiatives, including the cooperative historic highway work with TxDOT. The tours reached approximately 22,000 users via the web and were in use as native applications on an additional 4,500 mobile devices during FY 2019.
- By distributing select videos produced for the *Texas Time Travel Tours* on social media networks, this collection of travel-oriented videos was viewed more than 3.7 million times.
- Coordinated with the National Park Service, Texas Department of Transportation, individual counties, and the El Camino Real de los Tejas National Historic Trail Association for the placement of directional signage along the Texas section of the trail per the federal management plan.
- In Fiscal Year 2018, visitation to the agency's state historic sites totaled over 321,000 visitors. Visitation was down 10% in 2018 due to site closures for capital improvements and Hurricane Harvey-related closures.

- Regions placed more than 40 cooperative travel advertisements in more than 20 different print publications.
- Trail regions conducted more than 20 educational meetings of travel partners and the public around the state, reaching 650 individuals representing 138 different organizations.
- The Celebrate Main Street 35<sup>th</sup> Anniversary travel promotion was recognized with the 2017 Innovation on Main Street Award from the National Main Street Center.
- Preservation Texas recognized the barn rehabilitation at the Sam Rayburn House State Historic Site and historic dam repair at Landmark Inn State Historic Site with 2017 Honor Awards.
- Casa Navarro State Historic Site was designated a National Historic Landmark by the US Department of Interior in 2016, one of only 47 sites with this distinction in Texas.
- The National Association for Interpretation recognized Texas Time Travel Tours with a 2016 Interpretive Media Award for Digital Media.
- *Texas Monthly* in 2016 recognized Texas Time Travel Tours as one of their top apps for a Texas road trip.
- Preservation Texas recognized the Sam Bell Maxey House State Historic Site with a 2016 Conservation Merit Award.
- Preservation Texas recognized the Magoffin Home State Historic Site with a 2014 Historic Restoration Award.
- *True West* magazine named [www.TexasTimeTravel.com](http://www.TexasTimeTravel.com) Best Promotion of a Historic Place in their 2013 Best of the West awards.
- The San Antonio Conservation Society named THC's Casa Navarro Historic Site as a 2012 Preservation Award winner for the completed restoration.
- The Texas Heritage Trails Program was nationally recognized with the Preserve America Presidential Award by President George W. Bush in 2005.

## **VIII. AGENCY TOURISM CONTACTS**

Mark Wolfe, executive director of Texas Historical Commission

Bradford Patterson, Director of Community Heritage Development, is the primary designee.

Sarah Page, Heritage Tourism Program Coordinator



Travel Information Division  
Plan of Action Fiscal Year  
2020

TxDOT's mission is to deliver a safe, reliable, and integrated transportation system that enables the movement of people and goods. The mission will be achieved by meeting the department's goals and objectives. The goals and objectives include delivering the right projects, focusing on the customer, fostering stewardship, optimizing system performance, preserving our assets, and promoting safety.

TxDOT's efforts in tourism enhance economic opportunities and improve the quality of life in Texas by stimulating travel to and within the state and by providing customers with valuable Texas travel and highway condition information. Consultation provided by certified travel counselors at the Texas Travel Information Centers and printed materials assist the public with their travel and transportation needs. These products and services focus on the customer, assist the public with the use of the transportation system, help reduce congestion, enhance safety, and expand economic opportunity.

Other TxDOT programs contribute to the state's overall appeal for travelers, tourists, and businesses. For more than 30 years, the Don't mess with Texas®, and Adopt-a-Highway programs have worked to prevent and remove litter, respectively. For 17 years, Drive Clean Texas has worked to improve air quality. While not considered tourism programs for the purposes of this report, these programs help keep Texas attractive for both residents and visitors.

The following plan identifies TxDOT's tourism priorities and activities for FY 2020.

## **I. SUMMARY OF RESOURCES, ACTIVITIES, AND MATERIALS RELATED TO THE PROMOTION OF TOURISM PROPOSED TO BE PROVIDED BY THE AGENCY**

The Travel Information Division's mission is to support and promote safe, enjoyable, and sustainable travel that will improve the quality of life for residents and visitors and bring economic and environmental benefit to Texas.

Essential activities will include continued production of the state's official travel magazine, Texas Highways; promotion of Texas Highways through web and social media platforms; the management of the Texas Travel Leads Database; the production and distribution of the state's travel literature; and the maintenance and operation of the Texas Travel Information Centers and the DriveTexas™ highway conditions information program.

Travel-related activities will be funded by the State Highway Fund. Revenue generated by programs is returned to the State Highway Fund. Federal dollars are not used in the department's travel/tourism programs, DriveTexas highway conditions information program, or the Texas Travel Information Centers.

## **II. PLAN OF ACTION FOR THE AGENCY'S PROPOSED TOURISM ACTIVITIES**

### **MARKETING & PRODUCT DEVELOPMENT**

*Definitions: A marketing investment is defined as one that actively reaches out to influence a potential traveler to make travel decisions to visit a specific destination or to make decisions to engage in one or more activities or a public event.*

*A product development investment is defined as one that results in the creation, development and/or advancement of tourism destinations through agency resources or the provision of direct financial support in the form of grants or site assistance and information on access to such financial resources.*

TxDOT has combined these two categories, as many of the products developed are marketing vehicles in and of themselves that drive tourism. Products being actively promoted with a marketing budget have been noted.

## TEXAS HIGHWAYS

Texas Highways has evolved from a monthly magazine to a multi-media brand, reaching over 2 million Texans and savvy travelers monthly. As media consumption behaviors have shifted, TxDOT has responded to provide the Texas Highways content and experience that people want, wherever and however they want it. Smart brand extensions over the years – with more to come – have effectively expanded the reach of the brand to inspire and engage travelers.

Across the brand ecosystem, top writers and photographers showcase the best of Texas' people, places, and wide-open spaces. Texas Highways serves Texans and non-Texans alike with an interest in learning and exploring Texas. Destinations, attractions, and business mentioned in each issue benefit from the coverage. Generations of Texans have come to rely on Texas Highways, for good reasons: rigorously fact-checked, a focus on authentic experiences, curated coverage, non-political and positive editorial content, and lots of practical tips to get a trip started.

Frequently featured categories include state and national parks; urban centers and small towns; cultural art venues; statewide events; historical features; accommodation and dining establishments; weekend getaway adventures; photographers and their work; unique Texas products and shopping opportunities; nature tourism excursions; and scenic landscape photography.

In addition to the below existing platforms, we are working on ways to expand through sponsorships, events, and trade show booths.

- **Texas Highways magazine:** Designated the “Official Travel Magazine of Texas” by the Legislature in April 1975, the primary goal of the magazine is to encourage recreational travel to and within the State of Texas. The magazine underwent an extensive editorial and visual redesign in the fall of 2018 to ensure content remains fresh and relevant. Highlights include increased coverage and greater prominence of the most popular content, including small towns, history, more maps, and recruitment of high-profile contributing writers.

The magazine's 2019 editorial calendar will include an Annual Bucket List issue (January); Big Bend issue (February); a Wildflower issue (March); Summer Travel Planner issue (May); a Coastal issue (June); and Rivers issue (July), and a Small Town issue (August).

As of April 2019, Texas Highways magazine has a distribution of 187,813. This includes paid subscribers, newsstands, waiting rooms, Amtrak routes, and digital editions to all of TxDOT's employees.

Annual Subscription - \$24.95 (12 issues); Single copy - \$4.95

### **Marketing efforts:**

- ✓ Direct mail for new subscriber acquisition
- ✓ Renewal series for existing subscribers
- ✓ Ads in other publications
- ✓ Boosted posts on Facebook and Instagram
- ✓ Events and partnership



- **TexasHighways.com:** This website offers of select articles from the magazine plus additional “web extra” features, photos, videos, and more. Along with the printed version, the site underwent a substantial redesign that debuted in the fall of 2018 that provided a more intuitive user experience to match how consumers are using the web to get travel content, which included easier destination searching and exploration and current travel news.
- **Wildflowers of Texas special publication:** This first-ever special publication from Texas Highways is dedicated to one of readers’ favorite topics: wildflowers. This comprehensive 100-page publication is printed on thick paper stock and features everything you need to know about Texas wildflowers, including scenic drives, a field guide, wildflower-themed lodgings, a growers’ guide, recipes, and more. It is available from April to June on newsstands and year-round in the Texas Highways online Mercantile for \$9.99.
- **Texas Highways social media:** Readers love to engage with Texas Highways on social media. In addition to interacting with our most loyal fans, we are able to reach new audiences via a variety of social media platforms. Social media channels aren’t not only about extending Texas Highways messaging, but also the cross-promotion other brand initiatives, such as subscriptions, driving traffic to our website, promoting our free publications, providing information about DriveTexas and our Travel Information Centers, etc.

When appropriate, there is also coordination with TxDOT’s Media Relations group to share posts on the agency’s Facebook and Twitter accounts. Those messages also are submitted for inclusion in EDT’s Monthly Social Media Calendar for cross promotion through the MOU agencies’ social media channels.

As of May 2019, our social media following is as follows:

- Facebook: 235,000+
  - Instagram: 45,000+
  - Twitter: 30,000+
  - Pinterest: 5,000+
  - YouTube: 136,000+ video views
- **Texas Highways Extra!** This companion e-newsletter reaches 114,000+ opt-in subscribers twice each month promoting upcoming events and highlighting the current issue’s features. Additional coverage may include travel spotlights, surveys of readers’ travel plans and favorite destinations, readership discounts, links to the Texas Highways Events Calendar, the Texas Highways website, and travel partners. Special editions of Texas Highways Extra! feature special events, news alerts, and readership opportunities.
  - **Texas Highways True Texas Gift Shop:** The online store has been part of the revenue generation matrix for decades, but in 2014 Texas Highways shifted the product line to focus on True Texas makers. Many of these artisans have shops and studios that serve as tourism destinations for small communities.

#### **Marketing efforts:**

- ✓ Email blasts
- ✓ Holiday catalog mailing
- ✓ Advertisements in Texas Highways magazine, website, and social media
- ✓ Trade show booths and events

## **TRAVEL LITERATURE**

The Travel Publications section of the division publishes a suite of complimentary informational materials that are used by both the public and the travel industry since 1936, when the Department opened its first “Tourist Houses” in conjunction with the Texas Centennial. Travel industry partners rely on the materials to assist in discussions with travelers in their area and include cities, chambers of commerce, convention and visitor bureaus, state parks, and TxDOT’s own Travel Information Centers.

Division staff members work with vendors to manage travel literature fulfillment. Literature requests are received via phone calls, online orders, reader service cards, coupons, tip-ins, and letter mail. The team maintains a warehouse and distributes material produced by TxDOT or provided to us by other agencies. During FY '20, the Travel Information Division will continue to mail travel literature to those who request it.

- **Texas State Travel Guide:** This 250+ page publication summarizes publicly accessible sites of scenic, historical, cultural, and recreational interest in communities throughout Texas into an attractive, engaging package. In addition to attraction information, the guide also contains information about Texas state parks, lakes, state and national forests, events, hunting and fishing, and Texas Travel Information Centers. The guide is keyed to the Texas Official Travel Map, providing basic information and directions for traveling anywhere in Texas.

The Texas State Travel Guide serves as the state's primary fulfillment publication. A digital version is uploaded to [www.TravelTexas.com](http://www.TravelTexas.com).

During FY '20, a projected 700,000 copies of the Texas State Travel Guide will be printed.

- **Texas Official Travel Map:** The annual map is produced and updated internally within TxDOT by the Travel Information Division through detailed and collaborative information from all TxDOT divisions. In addition to showing interstate, US, and state highways, the map includes state and national parks, city inset maps, cruise terminals, and Texas Travel Information Centers. The map is included in the state's standard fulfillment package and is one of the primary information tools the Texas Travel Information Centers use for travel counseling.

During FY '20, a projected 900,000 copies of the map will be printed.

#### **Marketing efforts:**

New for FY '19, TxDOT rolled out a new marketing campaign specifically promotion the Texas State Travel Guide and Travel Map.

- ✓ Postcard to businesses in Texas that heavily interact with travelers promoting bulk orders
  - ✓ Promotion via banners and stories on [TexasHighways.com](http://TexasHighways.com) and via Texas Highways e-newsletters
  - ✓ Promoted posts on social media
  - ✓ House ads in Texas Highways magazine
  - ✓ Participation in Texas Parks and Wildlife's direct mail campaigns, offering a Guide and Map as a premium with a paid subscription of Texas Parks & Wildlife magazine
- **Texas Highways Events Calendar:** This quarterly publication features more than 1,000 listings of fairs, festivals, concerts, plays, exhibits, events, and cultural celebrations across the state – the most comprehensive collection of event information in Texas. The printed publication is distributed primarily through the Texas Travel Information Centers and is also available by subscription via an insert card in each issue.

Listings are also featured in Texas Highways magazine and website, and on EDT's website, [www.traveltexas.com](http://www.traveltexas.com).

A web-based database is in place to facilitate event information maintenance, make event submissions easier for travel partners, and simplify the process for uploading events information to [www.TexasHighways.com](http://www.TexasHighways.com) and [www.TravelTexas.com](http://www.TravelTexas.com).

During FY '20, a projected 65,000 copies of each quarterly issue (Spring, Summer, Winter, Fall) will be printed.

- **Texas Public Campgrounds:** This booklet lists and provides details about 388 campgrounds

operated by federal, state, and local government entities. The publication is distributed primarily through the Texas Travel Information Centers and is one of the tools for travel counseling. It is uploaded to [www.TravelTex.com](http://www.TravelTex.com) to provide camping information for every listed city that has camping accommodations. This publication will be updated and reprinted in FY '20.

- **Texas, A Quick Look:** This publication provides a brief history of Texas, with extensive illustration. It is a broad overview of Texas including historic facts and details about the flags that have flown over the state. Teachers and children use this publication when completing school assignments about Texas. The publication is currently undergoing a redesign and will reprint in this fiscal year.
- **Texas Wildflowers Guide:** This brochure on Texas wildflowers features 56 wildflower images to help with identification, plus information on Texas eco-regions, wildflower drives, wildflower-related events, and native plant centers. The publication was updated and reprinted in FY '19 and will only be reprinted in FY '20 if demand exceeds the currently available issues.
- **Texas Wild:** This brochure is a joint project of TxDOT and TPWD. It is an introductory wildlife and birding brochure. It is in development to print in FY '20.

## PROGRAM DEVELOPMENT

*Definition: A program development investment is defined as one that provides infrastructure development, technical assistance, educational opportunities, training programs, or otherwise fosters tourism partnership development.*

### TRAVEL INFORMATION CENTERS

Events and open houses at the 12 Texas Travel Information Centers throughout FY '20 will promote tourism, public safety, and environmental awareness.

### RESOURCES FOR THE INDUSTRY

- Travel Industry Partner Page on [TxDOT.gov](http://TxDOT.gov) will continue to provide a one-stop shop for industry partners to access TxDOT resources for marketing and promoting destinations. The Marketing Partnerships portion of the site includes Texas Travel Leads, which allows the Texas travel industry to query the contents of the Texas Travel Leads database to identify individuals matching a specific target market. New information is available daily in the Texas Travel Leads database. Leads gathered from the current fiscal year's inquiries matching travel industry market-specified criteria will be available for download in FY '20 for Texas travel marketing purposes.
- The Division developed a resource guide with detailed information about the work of the Travel Information Division and the services provided to industry partners. This can be handed out whenever division staff members have the opportunity to interact with industry partners.
- The Division created a Strategic Partnerships Manager position to work as a liaison with the Travel Industry to make the most of what the division has to offer cities, CVBs, chambers, visitor centers, and other travel-related organizations.

### DIVISION-LEAD CONFERENCES, TRAINING, AND CERTIFICATIONS

Travel Information Division staff partner with the tourism industry to play a major role in increasing Texas tourism. The objective is to provide continuing destination education for travel counselors, create and strengthen relationships with our tourism partners, and work as a team to stimulate travel to and within Texas. TxDOT is proud of the training partnership that we've developed over more than 60 years.

- **Texas Travel Counselors Conference:** The conference is open to Travel Information Division staff, city information center counselors, employees from TPWD and EDT, and other tourism professionals. It offers educational seminars, area study tours and the opportunity to interact with other industry travel counselors. Networking and educational activities with other tourism entities showcase attractions and cities around the state and allow the tourism industry to share vital information with travel counselors.
- **ASE (Achieving Service Excellence) Training:** This two-day training session is designed for new travel counselors. This class provides information on the department's organization, policies and procedures, customer service and communication skills, handling calls to the Drive Texas Travel Information Line during evacuations and other emergency situations; professionalism when interacting with the Texas travel industry, and other relevant topics. Each session is held in a different community, and area travel industry partners are invited to showcase local attractions as part of the ASE curriculum. In turn, these partners learn what services are performed on their behalf by the TICs. This exchange is vital, not only to the new counselor, but to the hosting communities as well.
- **TTIA Study Tour:** This is a highly effective training partnership between TTIA and TxDOT's Travel Information Division. During this whirlwind training session, 16-20 counselors, Texas Highways staff, and TPWD staff travel to selected regions of the state to tour up to 65 cities and attractions over a five-day period. The counselors experience the many sights, tastes, attractions, and accommodations offered by the region. This training experience, in conjunction with TTIA, serves not only as an informative tool, but also builds relationships among different tourism-related groups, individuals, and TxDOT and TPWD.
- **Travel Counselors certification:** TxDOT administers state and national certification through the U.S. Travel Association for Certified Professional Travel Counselors. The certification program consists of training in customer service, Texas attractions, directional information, Texas history and culture, Texas geography, lodging and additional sources of information, traveler safety, and the economic impact of travel and tourism in Texas. The travel counselor becomes certified by attending the ASE course, completing a series of self-study modules, and passing a comprehensive final examination. As of May 2019, 83% of Travel Information Center staff either hold state and national certification or are working to become certified.

## TRAVEL & TOURISM INDUSTRY PARTNERSHIPS & PARTICIPATION

- **Texas Tourism Week:** TxDOT, through its Texas Travel Information Centers, social media outlets, and [www.TexasHighways.com](http://www.TexasHighways.com), will continue to work with the MOU agencies, the Texas Travel Industry Association and other related tourism partners in the promotion of Texas Travel and Tourism week.
- **EDT Travel Trade and Consumer Shows:** TxDOT will continue to provide travel publications to EDT for shows in FY '20 as requested.
- **Texas Historical Commission:** TxDOT continues to support THC regarding the Texas Heritage Trails Program through the continued maintenance of travel trails and signage.
- **Additional Partnerships:** TxDOT will continue active participation in the tourism industry, including partnerships with the Texas Travel Industry Association, the Texas State Agency Tourism Council, the Texas Association of Convention and Visitors Bureaus, the Texas Hotel and Lodging Association, the Texas Association of Campground Owners, and other tourism organizations.
- **Tourism Assessments:** TxDOT will assist EDT with tourism assessments as needed.

## CUSTOMER SERVICE

*Definition: Customer service is hospitality toward visitors and interaction with travelers or prospective tourists for the purpose of assisting them with a travel-related decision or providing assistance to them during their travel stay.*

## TRAVEL INFORMATION CENTERS

Since 1936, TxDOT has been assisting travelers at strategically located information centers. The Department currently operates twelve Texas Travel Information Centers (TICs) in Amarillo, Anthony, Denison, Gainesville, Harlingen, Langtry, Laredo, Orange, Texarkana, Waskom, Wichita Falls, and the Old General Land Office Building in the State Capitol Complex.

The objective of TICs is to promote travel to and within Texas, increase public safety, promote environmental awareness, and assist travelers by offering professional information and services while supporting the strategic goals of the department. The TICs provide highway users with a safe place to rest; facilitate economic development through travel information; hold public events to raise safety, tourism, and environmental awareness; and provide for the safe movement of people and goods by effectively communicating current road conditions.

The centers are open 360 days a year and provide services nine (9) hours a day from the day after Labor Day through the Thursday before Memorial Day. They provide service ten (10) hours a day from the Friday before Memorial Day to Labor Day. During FY '20, the Travel Information Division will continue to serve customers by operating and maintaining the Texas Travel Information Centers. The projected number of customers is approximately 2 million for FY '20.

## DRIVE TEXAS™

DriveTexas™ provides real-time highway information to assist travelers in safely navigating the state. The highway-conditions site, [www.DriveTexas.org](http://www.DriveTexas.org), provides information on accidents, closures, construction, damage, and weather events that might impede safe travel. This information is also available by calling TxDOT's toll-free Drive Texas Travel Information Line at 1-800-452-9292 to hear automated highway conditions information updated 24/7, with an option to speak with a travel counselor during Travel Information Center hours of operation.

## III. AGENCY PROPOSED BUDGET FOR TOURISM ACTIVITIES

Tourism Activity	Gross Investment
Marketing	\$2,481,351
Product Development	\$5,724,327
Program Development	\$7,703,723
Total	\$15,909,401

### FUNDING

Travel-related activities are funded the State Highway Fund. Federal dollars are not used in the department's travel/tourism programs, the operation of DriveTexas highway conditions information program, or the Texas Travel Information Centers.

### MARKETING

Includes: printing, fulfillment, postage and shipping of free travel literature; new subscription acquisition efforts; events; social media promotions; and other promotional expenses.

### PRODUCT DEVELOPMENT

Includes: operating costs; printing, fulfillment, postage and shipping of magazine and gift shop products; and other costs.

### PROGRAM DEVELOPMENT

Includes: Texas Travel Leads development and maintenance; Travel Information Center operations and facility maintenance; Texas Travel Counselors Conference; and customer service training.

## REVENUE

As of the end of May for FY '19, proceeds from the sale of advertising, subscriptions, products, and newsstand sales totaled nearly \$3.8MM. These funds are returned to the State Highway Fund.

## IV. MEASURABLE GOALS AND OBJECTIVES OF THE AGENCY RELATED TO THE PROMOTION OF TOURISM

- **Number of Customers Served at Texas Travel Information Centers:** The number of visitors served at the 12 Texas Travel Information Centers, on the 1-800 DriveTexas travel information number operated by TxDOT, and calls answered at the Texas Travel Information Centers. This includes all travel information services to Texans and out-of-state visitors and all travel-related phone and mail inquiries.

As of April 2019 in FY '19, a total of 1,059,025 customers were served by the Texas Travel Information Centers.

- **Number of Texas Highways Copies Distributed:** The number of copies, print and digital, distributed to subscribers, waiting rooms, Amtrak routes, and newsstands.

As of April for FY '19, an estimated 1,502,900 copies of Texas Highways were distributed.

- **Number of Travel Literature Requests Fulfilled:** The sum of filled requests for travel literature (Texas State Travel Guide, Texas Official Travel Map, Texas Highways Events Calendar and other travel publications) received from advertisements placed by EDT, directly by TxDOT, from other sources that forward such requests to TxDOT for fulfillment, and requests for bulk literature for distribution through the Texas Travel Information Centers and local visitor centers.

As of April for FY '19, TxDOT has shipped 1,316,674 pieces of travel literature.

- **Timeliness of Fulfilling Travel Literature Requests:** A request is considered received when it comes into possession of the Travel Information Division or its primary fulfillment vendor. The response is complete when the material is placed with a carrier (U.S. Postal Service, United Parcel Service, or other common carrier) for delivery to the person who requested it. The time between these two events should not exceed 72 hours. The number of valid travel literature requests fulfilled within three days divided by the total number of valid requests submitted during a specified period of time, reported by quarter and full fiscal year.

As of April for FY '19, 80% of travel literature requests were responded to within three days.

## V. PROPOSED MARKETING MESSAGE, MATERIALS, LOGO, SLOGAN OR OTHER COMMUNICATIONS TO BE USED IN TOURISM-RELATED EFFORTS

Texas Highways. The Travel Magazine of Texas.

DriveTexas™.

True

Texas™.

True

Texan™.

Texas Highways Mercantile.

## VI. FISCAL YEAR 2019 ACCOMPLISHMENTS

### TEXAS HIGHWAYS

We supplemented the coverage with a dedicated e-newsletter to subscribers promoting the issue and driving people to TexasHighways.com to interact with a special module that combined photos and stories from the issue. Stories were also promoted on social media.

- **New product: Wildflowers of Texas special publication**

This first-ever special publication from Texas Highways is dedicated to one of readers' favorite topics: wildflowers. This comprehensive 100-page publication is printed on thick paper stock and features everything you need to know about Texas wildflowers, including scenic drives, a field guide, wildflower-themed lodgings, a growers' guide, recipes, and more. It is available from April to June on newsstands and year-round in the Texas Highways online Mercantile for \$9.99.

- **Audience**

**growth:**

**Website:**

- ✓ 637,000+ new users September-May FY '19
- ✓ 1.8MM+ page views (+28%, September-May FY '19 vs. FY '18)

**Social Media:**

- ✓ 45,000+ Instagram followers (+80% April 2019 vs. 2018)

- **Continued presence at events and key partnerships:**

- ✓ Thin Line Film Festival in Denton, promoting the Texas Highways via the True Texas travel category
- ✓ Nature Conservancy/Texas Highways joint event
- ✓ Austin Book Festival
- ✓ KXAN media appearance promoting the Wildflower special publication

### DIVISION-LED CONFERENCES, TRAINING, AND CERTIFICATIONS

- Hosted the 64<sup>th</sup> Annual Texas Travel Counselors Conference in Houston, Texas, April 1-4, 2019.

### TRAVEL INFORMATION CENTERS & DRIVETEXAS

- DriveTexas.org received 4,291,323 visits during FY 2019. The Travel Information Centers answered 49,378 calls to the toll-free DriveTexas Travel Information Line.
- Travel Information Centers served approximately 2 million visitors, seeking tourism information or highway conditions.
- Travel Information Centers hosted or participated in 213 presentations and public events to promote tourism and public safety.

### TRAVEL & TOURISM INDUSTRY PARTNERSHIPS & PARTICIPATION

- Created a Strategic Partnerships Manager position to work as a liaison with the Travel Industry. The manager began meeting with cities, CVBs, chambers, visitor centers, and other travel-related

organizations to help maximize their use of Travel Information Division services and better promote their cities.

- Participated with MOU partners in making presentations to industry partners across the state, and participated in the Texas Travel Industry Association Summit held in Galveston September 24-26, 2018, and Unity Dinner held in Austin, Texas, on February 20, 2019.
- Championed the impact and benefits of travel and tourism by participating with MOU and tourism partners in celebrating National Travel and Tourism Week, May 5-11, 2019, by holding events and open houses at the 12 Texas Travel Information Centers during Travel and Tourism Week. Promoted Travel and Tourism Week through Texas Highways magazine's and TxDOT's social media outlets.
- Distributed MOU agencies' marketing materials at the Texas Travel Information Centers as appropriate and requested.
- Coordinated fulfillment activities on an ongoing basis and provided EDT with reports relating to ad codes information — which is important in determining the best and most effective means to spend advertising dollars — and reports to show the effectiveness of data-entry vendors.
- Continued to coordinate with other state agencies in the Texas State Agency Tourism Council concerning overall state tourism development, marketing, and customer service needs.
- TxDOT participated in four tourism assessments with EDT.

## **VII. INDIVIDUAL AGENCY AWARDS AND/OR ACHIEVEMENTS**

Texas Highways magazine received the following recognition at the 38th Annual International Regional Magazine Association Awards in September 2018:

### **FINALIST**

- Magazine of the Year 35,000+

### **GOLD**

- Travel Feature
- Reader Service Article
- Photo Series
- Illustration

### **SILVER**

- Arts & Culture Feature
- Portrait Photo
- Art Direction of a Single Story

### **BRONZE**

- Historic Feature
- Hed & Dek
- Magazine Photographer of the Year
- Overall Art Direction
- Department
- Special Focus

### **AWARD OF MERIT**

- Magazine Writer of the Year
- Food Feature
- Cover 35,000



Texas Highways also received the following awards at the 2018 Folio 'Eddie and Ozzie Awards', a national organization that recognizes excellence in magazine editorial and design.

Awards:

- Photography, City & Regional
- Table of Contents

Honorable Mentions (finalist):

- Overall Art Direction – Consumer/Custom
- Range of Work by a Single Author – City & Regional
- Single Article – City & Regional – South East & South West
- Cover Design – City & Regional
- Feature Design
- Graphic Art – Consumer/Custom
- Illustration – (Print) City & Regional

## **VIII. AGENCY TOURISM CONTACTS**

Joan Henderson, Director, Travel Information Division

Andrea Lin, Travel Publications Section Director, Travel Information Division

Martha Martin, Services, Projects & Campaigns Section Director, Travel Information Division

Terry Martinez, State/Federal Relations Rep, State Legislative Affairs



## **Texas Parks and Wildlife Department (TPWD)**

### **Fiscal Year 2020 Plan of Action**

#### **I. SUMMARY OF RESOURCES, ACTIVITIES AND MATERIALS RELATED TO PROMOTION OF TOURISM PROPOSED TO BE PROVIDED BY THE AGENCY**

The primary emphasis of the Texas Parks and Wildlife Department's (TPWD) tourism-related efforts is to promote travel to engage in nature-based outdoor recreational activities, to visit state tourism destinations and to gain a greater appreciation of the state's natural and cultural resources.

TPWD's primary audience is the in-state leisure tourist, specifically those seeking nature and historical/ cultural experiences:

- State park visitors
- Hunters
- Anglers
- Boaters and Paddlers
- Birders and other Wildlife Viewers
- Outdoor Recreationists

TPWD manages many tourism destinations, including more than 85 state parks; 50 wildlife management areas and the Texas Freshwater Fisheries Center and Sea Center Texas visitor centers. TPWD partners with communities, nonprofits and private entities to develop paddling trails and wildlife-viewing trails throughout the state.

TPWD uses a wide range of communications efforts to promote in-state tourism, including the *Texas Parks & Wildlife* magazine; the *Texas Parks & Wildlife* TV show; the *Passport to Texas* radio show; the *Under The Texas Sky* podcast; news releases; media relations; social media; email marketing; advertising; promotional efforts; consumer/trade events; mobile applications; and its websites and landing pages ([tpwd.texas.gov](http://tpwd.texas.gov); [texasstateparks.org](http://texasstateparks.org); [passporttotexas.org](http://passporttotexas.org); and [tpwmagazine.com](http://tpwmagazine.com)). The Department also works closely with other tourism-related state agencies, tourism associations, local governments and partners to coordinate marketing efforts where possible.

## II. PLAN OF ACTION FOR THE AGENCY'S PROPOSED TOURISM ACTIVITIES

### 1. Planned Marketing Activities

The Texas Parks and Wildlife Department actively reaches out to influence potential travelers to make travel decisions to visit state parks and other nature tourism destinations and to engage in one or more nature-based recreational activities, including fishing and hunting opportunities tied to travel. Below is a summary of TPWD's planned marketing activities for FY'20:

- The website ([www.tpwd.texas.gov](http://www.tpwd.texas.gov)) reaches over 1 million users monthly and generates more than 60,000,000 unique page views annually. New videos, seasonal features and other updates are incorporated every month.
  - TPWD offers a wide variety of tourism-related publications in print as well as in PDF form to view or download.
  - TPWD has continued to expand and improve its Spanish-language resources in print and online to engage an even greater number of park visitors, anglers and hunters who participate in travel and tourism.
- *Texas State Parks: Official Guide* is a comprehensive, digest-sized directory that includes an expandable 16"x20" map insert and is published annually in May. An estimated 275,000 copies are distributed free at state parks, TxDOT Travel Information Centers, local community visitor centers and chambers of commerce, outdoor retailers, other Texas businesses and nonprofit organizations and at appropriate promotional events.
  - An abridged Spanish-language "*GUIA DE PARQUES*" is also available in print
- The *Texas State Parks Official Guide mobile app* has 275,000 downloads, with 130,000 annual active users, and 600,000 user sessions per year.
- TPWD's social media channels reach more than 1 million users through Facebook, Instagram, Twitter, Pinterest, YouTube, Flickr and Snapchat. The Department's main Facebook account alone has more than 570,000 fans and the department's YouTube Channel has more than 23 million video views. Instagram continues to grow with more than 225, 000 subscribers. Most state parks, many fish and wildlife districts and various TPWD programs also manage additional accounts on Facebook, Instagram and Twitter. TPWD social media also promotes and shares posts from other nature tourism destinations and activities.
- *Texas Parks & Wildlife* magazine reaches approximately 500,000 readers every issue and generates an additional 45-70,000 page views every month on [tpwmagazine.com](http://tpwmagazine.com). Its mobile app is available for both Apple and Android devices and has been downloaded by 45,000 users. Approximately 148,000 people also receive the *Texas Parks & Wildlife* magazine e-newsletter by email. The magazine's mission is to inform Texans about conservation issues and encourage nature-based travel to state parks and other nature tourism destinations. Approximately 20% of the magazine's editorial content promotes nature-based travel across the state.
- *Texas Parks & Wildlife* TV show airs on PBS stations across Texas generating more than 134,000 broadcast impressions per week. The show also airs on more than 50 local access cable channels which generate an additional 44,000 impressions each week. PBS.org also streams full episodes of the show. Approximately 12% of the show's stories feature and

encourage travel to nature tourism destinations in Texas. Episodes and stories are also posted on the Department's YouTube Channel at [www.youtube.com/user/TexasParksWildlife](http://www.youtube.com/user/TexasParksWildlife). Previews of each show are also emailed weekly to more than 26,000 subscribers.

- *Passport to Texas* radio series airs five days a week, 52 weeks a year, on more than 100 radio stations, including public radio as well as news/talk and country music formats. It has an average of 2.1 million impressions each week. Approximately 25% of the stories focus on nature tourism.
- *Under the Texas Sky* podcast - In 2019, TPWD launched a new long-format audio podcast called Under the Texas Sky. The new podcast presents stories about state parks, adventure travel, nature and the outdoors. The podcast is available at [underthetexassky.org](http://underthetexassky.org) or on major podcast platforms.
- *TPWD Email Service* provides e-newsletters and email blasts on updates on outdoor recreation and state parks and other nature destinations to more than one million subscribers.
- Rack cards, brochures and flyers on special activities, facilities and seasonal events in parks and other destinations are distributed at tourist outlets such as CVBs, chambers, TxDOT Travel Information Centers, external outlets at select events and are mailed upon request in some instances. Examples of promotional collateral include *the State Parks Recreational Vehicle (RV)* brochure, *the Texas Freshwater Fisheries Center* brochure and the *Sea Center Texas* brochure and *Great Texas Wildlife Trails* and *Texas Paddling Trails* rack cards.
- Statewide news releases about state parks, outdoor recreation and other travel destinations are distributed regularly to approximately 3,000 members of the media, including outdoor writers and travel writers. News releases are also emailed weekly to more than 44,000 opt-in subscribers.
- Ongoing public relations and media relations are undertaken to promote TPWD travel destinations, programs and events as well as other natural and historical/cultural destinations and events. TPWD staff respond to inquiries and provide information for various local radio and TV affiliates.
- TPWD also coordinates with the Governor's Office of Economic Development and Tourism for media relations as needed and assists with familiarization tours when requested.
- Print advertising will run in *Texas Parks & Wildlife* magazine, with a minimum of 4 tourism ads planned in FY '20 to promote visitation to state parks or other nature tourism destinations and related activities.
- Print advertising will be scheduled in publications such as *Texas Highways* magazine, *Texas Events Guide*, the *Official Texas State Travel Guide* and a variety of regional travel guides.
- Digital advertising on travel and tourism websites such as [tourtexas.com](http://tourtexas.com) and Social Media paid advertising promoting state park sites, programs, and new "Save the Day" and "Pick Your Site" reservation capabilities.
- The Great Texas Wildlife Trails program sells maps of all 9 wildlife-viewing regions on [tpwd.texas.gov/wildlifetrails](http://tpwd.texas.gov/wildlifetrails) and at birdwatching festivals in the state.
- TPWD is working with TxDOT on a "Texas Wild: Where to View Birds and Other Wildlife" brochure on wildlife watching to be distributed free in fall of 2020. TPWD is contributing staff

time to edit text, provide photos and provide technical expertise to create this brochure that will be distributed at Travel Information Centers, state parks, birding festivals and various events.

- *Texas Fishing Reports* provide weekly fishing updates all year to anglers (many of whom travel to fish) via [tpwd.texas.gov/fishing](http://tpwd.texas.gov/fishing), in news media statewide and by email and text message to approximately 72,000 opt-in subscribers.
- TPWD promotes nature tourism at a variety of consumer and trade shows, including the following:
  - Toyota Bassmaster Texas Fest
  - State Fair of Texas
  - Austin Powwow
  - Baytown Nurture Nature Festival
  - ¡Fiesta de los Niños!
  - Mayfest in Fort Worth
  - April is Texas State Parks Month at Whole Earth Provisions Company locations (8)
  - Rio Grande Valley Birding Festival (November)
  - Whooping Crane Festival (February)
  - FeatherFest Birding Festival (April)
  - Regional RV, outdoor recreation vendor, and destination tourism shows organized by Texas Recreation Vehicle Association, Good Sam Club, and others throughout the year
  - Appropriate regional and local special events, festivals, retailer events and special interest conferences
- TPWD provides photos, editorial, videos, radio stories, and other online resources to numerous travel-related publications and websites to promote state parks and other nature tourism destinations and activities.
- TPWD streams live on Facebook and other social media channels from select parks and at other events to highlight seasonal activities and to encourage visitation and participation in outdoor activities.
- TPWD trains approximately 60 young adult volunteers to become “Ambassadors” and promote state parks to their peers through social media and other direct outreach.
- TPWD provides images, shooting locations and expert review for Governor’s Office of Tourism advertising efforts upon request.
- TPWD provides content to the Governor’s Office of Tourism to enhance its *Let’s Texas* travel website and to support its efforts to promote nature tourism.
- TPWD provides printed materials to the Governor’s Office of Tourism for travel shows upon request.
- TPWD will continue to participate in the EDT’s and TTIA “Tourism Week” social media efforts in FY ’20.

## **2. Planned Product Development**

The Texas Parks and Wildlife Department creates, develops and improves its own tourism destinations as well as facilitates the creation, development and/or improvement of non-agency tourism sites by providing grants, technical support and/or other guidance to these external parties. Below is a summary of TPWD's planned product development activities for FY'20.

- TPWD maintains and operates more than 85 state parks, 50 wildlife management areas, and 8 state fish hatcheries (two of which include aquariums and visitor centers). These sites serve as both conservation and outdoor recreation assets. Texas State Parks hosts more than 8.8 million visits annually and visitation is expected to continue to increase in FY'20.
- Texas State Parks will continue to enhance the customer experience by implementing numerous infrastructure updates and improvements at sites across the state and by completing critical repairs to sites damaged by Hurricane Harvey and other extreme weather events.
- Texas State Parks will continue to enhance the capabilities of its new reservation system, including development of a loyalty points program that would reward customers while helping address strategic park needs and carrying capacity goals.
- TPWD will produce more than 35 million freshwater and saltwater fingerlings at their hatcheries to stock in Texas waters, which will help sustain fishing as a nature-based recreational activity that supports tourism in Texas.
- *Texas Freshwater Fisheries Center* and *Sea Center Texas* offer live exhibits, educational displays and other activities. Together they host more than 100,000 visitors a year.
- *Texas Paddling Trails* is a program and statewide network that includes state parks, rural communities and major metro areas. These trails provide access, including reliable put-ins and take-outs, parking areas and informational signage, including description, length, average float times and weather conditions. A total of 76 trails, spanning more than 600 miles, are now open to the public, including an estimated 1.25 million canoers and 900,000 kayakers in Texas. TPWD works with community partners to develop, maintain and expand this network of trails. TPWD also works with TxDOT on signage and with the Governor's Office to promote these trails to tourists visiting from outside of the state.
- TPWD's Artificial Reef program includes over 90 artificial reefs off of our coast that function as vital new habitats for marine life as well as significant tourism assets for divers and anglers.

### 3. Planned Program Development

The Texas Parks and Wildlife Department fosters tourism by providing program infrastructure, funding, technical assistance, educational opportunities and training programs. Below is a summary of TPWD's planned product development activities for FY'20.

- TPWD sites and programs will host approximately 5,000 events in 2019. Examples include "First Day Hikes" on January 1 and the Great Texas Birding Classic, a statewide month-long birdwatching tournament held April 15-May 15.
- State parks will offer year-round interpretive programs that attract and enhance the travel experiences of more than 700,000 visitors. Several examples include:
  - *Texas Outdoor Family* program invites families, many of whom are camping for the first time, to camp overnight at a state park. It is projected to reach more than 1,200 families in FY '20.
  - *Junior Ranger* program allows parents to check out a daypack with children to help them explore and learn more about nature and wildlife in state parks. Packs include a compass, binoculars, various outdoor gear, nature guides and an outdoor journal.
  - *Buffalo Soldier Heritage and Outreach* program brings the history of these frontier soldiers to life and teaches outdoor skills.
  - *Arts in the Parks* program encourages people to reconnect with nature through the fine arts as well as the performing arts.
  - *Dark Skies* program offers travelers the opportunity to learn more about stars and constellations from trained interpreters in state park. All sites are certified by the International Dark Skies Association as having top-ranked stargazing opportunities.
- TPWD will promote outdoor safety and the development of new skills through various programs, including hunter and angler education classes and with a partnership with the National Archery in Schools program.
- TPWD will continue to oversee state-mandated boater education by providing boater education classes and materials to promote and teach boater safety and general water safety.
- TPWD's Toyota ShareLunker program will encourage bass fishing participation and related travel by offering prizes and rewards for anglers who provide catch information about bass 8lbs. and larger and or loan their 13lbs.+ largemouth bass to help fisheries enhance scientific breeding efforts.
- TPWD will continue to work closely with TxDOT on sign management for the more than 920 sites on *The Great Texas Wildlife Trails*.
- TPWD's nature tourism manager will continue to work with landowners and local communities to provide guidance for the development of appropriate nature tourism opportunities on their lands and in their communities, to encourage habitat conservation statewide.

- TPWD wildlife and urban biologists will work with landowners to provide guidance on how they can effectively manage their land and water resources to provide outdoor recreational opportunities and practice conservation.
- TPWD will continue in its capacity as a partner to hundreds of local communities and organizations across the state through its grant, assistance and outreach programs.
- TPWD is active in the tourism industry, including maintaining partnerships with the Texas Travel Industry Association, Texas State Agency Tourism Council, TxDOT's Travel Division, Texas Association of Convention and Visitors Bureaus, Tourism Advisory Committee, Texas Festivals and Events Association, the Texas Association of Campground Owners, and the Texas Recreational Vehicle Association.

#### 4. **Customer Service**

TPWD provides customer service to assist prospective tourists in making nature-based outdoor recreation or historical/cultural sightseeing travel decisions and during their visit or outdoor recreational experience.

- State Parks new mobile-responsive reservation system enables customers to make site-specific reservations, advance day entry reservations and purchase annual passes or gift cards online.
- On-site customer service is provided to all visitors and includes welcoming visitors, answering their questions, leading interpretive activities and tours and hosting events and workshops
- The State Parks Customer Service Call Center provides information on parks, nearby travel destinations, fishing and other general outdoor information. This multipurpose center also provides a variety of TPWD customer services including overnight and group facility reservations, sales for the Texas State Parks pass, Off-Highway Vehicle permits, select park retail merchandise and hunting and fishing licenses. The Customer Service Center has implemented and continues to develop a Group Reservations/ Destination team. This team will facilitate large group usage of a park and of local community attractions.
- State park site and trail maps and interpretive brochures are provided to all interested visitors. The mobile app also provides on-site resources.
- TPWD's nature tourism staff responds to inquiries from nature tourists traveling to or within Texas for wildlife-viewing opportunities.
- TPWD's resource staff responds to public inquiries related to hunting, fishing, boating registration and general wildlife questions.
- TPWD provides vessel titles and registrations to approximately 600,000 Texas boaters and enforces water safety to keep Texas waterways safe for a wide variety of recreational uses.
- TPWD sells approximately 2.8 million recreational licenses to hunters and anglers each year.



- TPWD responds to public inquiries related to boating, angler and hunter education and works with education volunteers and online class providers to help promote safety practices when users are engaging in these outdoor activities.

### III. AGENCY PROPOSED BUDGET FOR TOURISM ACTIVITIES

TPWD proposes to invest the following budget for tourism-related marketing, product development and program development in FY'20.

Type of Tourism Activity	Gross Investment
Marketing	<b>\$1,180,294</b>
Product Development	<b>See below*</b>
Program Development	<b>See below**</b>

	State Funds	Federal Funds	Appropriated Receipts	Offsetting Revenue	Subtotal Gross Investment
Total, Marketing	\$745,124	\$25,350	\$409,820	\$ \$435,170	\$ 1,180,294
<b>Total, FY 2020 Tourism and Travel Promotion</b>					<b>\$ 1,180,294</b>

**Tourism marketing** will be funded from the following sources:

- State dollars from State Parks: Account 064 and Game, Fish and Water Safety: Account 09 (\$745,124)
- Federal Funds (\$25,350)
- Offsetting Revenue from Appropriated Receipts such as TPW magazine sales and Federal Aid (\$409,820)
- Sponsorships, grants and in-kind donations estimated at \$107,900, see table below:

Program	Activity	Funding Source	Comments
Texas State Park Guide	Production and distribution of Guide	Sponsorships and advertising sales cover most of the printing, shipping and ad fulfillment costs. Staff time to manage, produce and promote the Guide is accounted for within staff budgets.	\$82,000 expenses cover a portion of the printing and distribution costs. Revenue: \$39,200 donations & \$42,800 in advertising sales
Great Texas Wildlife Trail Maps	Printing of new coastal wildlife trail maps; Booths at nature festivals	Sponsorship dollars received in FY20	New map printing (estimated \$6,000), booth presence at nature festivals (estimated \$1,400)
Great Texas Birding Classic	Coordination and management of the Great Texas Birding Classic event	Sponsorships cover printing costs, t-shirts, and mailing costs associated with the event. Staff time to manage, produce and promote the event is accounted for within staff budgets.	\$10,500 from corporate and community sponsors and event registration fees
Fishing Reports	Reports on fishing conditions on lakes and bays throughout the state.	Sponsorship is used as match for federal dollars.	\$8,000 sponsorship. Distributed to media outlets, by email and text to anglers who subscribe for weekly reports and on our website

**\*Tourism product development** will include many operational and capital investments but given our dual mission to conserve our state's public and supporting private lands and provide outdoor recreational nature-based activities to residents and nature tourists, the tourism related product development budget is not able to be accurately estimated.

**\*\*Tourism program development** will include a share of operational dollars and of state pass-through dollars for various grants but given but given our dual mission of helping to conserve our state's public and private lands and provide outdoor recreational nature-based activities to residents and nature tourists, the tourism related program development budget is not able to be accurately estimated.

#### **IV. MEASURABLE GOALS AND OBJECTIVES OF THE AGENCY RELATED TO THE PROMOTION OF TOURISM**

- TPWD and other state tourism related agencies will continue to work with the Office of the Texas Governor-Tourism (Texas Tourism) to conduct a random digital survey to measure the effectiveness of key marketing investments, with the goal of determining the return on investment of state funds. Annual reports are published each September by Travel Texas.
- *Texas Parks & Wildlife* magazine is a valuable tool to communicate key conservation messages, educate the public about Texas' natural resources and promote its facilities and services. Measure counts the average total number of *Texas Parks & Wildlife* magazines in circulation per month (including paid and non-paid) during the reporting period. Measure reflects the number of magazines circulated per month. FY '20 projected target for this measure is 158,000 copies to be circulated monthly.

#### **V. PROPOSED MARKETING MESSAGES, LOGOS OR SLOGANS/TAGLINES FOR TOURISM-RELATED EFFORTS**

1. Primary: Texas Parks and Wildlife logo and Life's Better Outside® tagline
2. Secondary Logos:
  - Texas State Parks logo
  - Texas Paddling Trails logo
  - Great Texas Wildlife Trails logo
  - Great Texas Birding Classic logo

#### **VI. FISCAL YEAR 2019 ACCOMPLISHMENTS**

TPWD supported tourism in Texas in a multitude of ways. Some of the highlights from past fiscal year are:

1. Launched a new Texas State Parks reservation system, including new features to address customer needs such as a "Save the Day" advance day reservation feature and the "Pick Your Site" overnight camping reservation feature. The new system is mobile-responsive and has e-commerce capabilities, making it possible for customers to easily purchase annual passes and gift cards online for first time.
2. Reopened Balmorhea State Park following a nearly yearlong closure resulting from structural damage.
3. Opened a new visitor center at Mission Tejas State Park that includes interpretive and educational exhibits and a park store.
4. Grew the reach of TPWD email communications to more than 1 million unique subscribers.

5. Worked with TxDOT to install new Great Texas Wildlife Trail signs at sites added in the past 5 years.
6. Held the 23rd Annual Great Texas Birding Classic, with 850 birdwatchers throughout the state competing on 136 teams, a new record for the event.
7. Coordinated with the Office of the Governor's Tourism on a week-long familiarization tour of East Texas tourism destinations, with a journalist from 'National Geographic Traveler- Latin America' publishing an 8-page spread in the international publication valued at \$52,000.
8. Invested in additional staff and resources to contain CWD in Texas deer, meeting the wildlife conservation mission as well as supporting tourism related to deer hunting.
9. TPWD staff earned their Tourism Executive Certification from Texas Tourism Industry Association's Tourism College.

## **VII. INDIVIDUAL AGENCY AWARDS AND/OR ACHIEVEMENTS**

The Department won several awards related to tourism in FY 2020:

- National Association of Conservation Information
  - *Texas Parks & Wildlife Television Show: First Place*
  - *Texas Parks & Wildlife Magazine: Third Place: Undiscovered Palo Duro*
  - *Graphic Design: First Place, Texas State Parks Logo*
  - *Newsletter: First Place, Fish Texas E-newsletter*
  - *Brochure: Third Place, Texas State Parks Interpretive Guides*
  - *Photography Scenic: First Place, Matagorda Mornings*
  - *Photography Scenic: Third Place: Devils River*
  - *Photography Other: First Place, Caddo Morning*
  - *Photography Other: Second Place: Water Safari*
  - *Video Short: Second Place, Huntsville State Park*
- Outdoor Writers Association of American (OWAA)
  - *Outdoor Fun and Adventure Category, Third Place, "Survival of the Fittest" magazine story*
  - *"Texas Water Safari" magazine story*
- Texas Outdoor Writers Association
  - *Texas Water Safari" magazine story*

## **VIII. AGENCY TOURISM CONTACTS**

1. Josh Havens, Director of Communications, primary tourism designee
2. Darcy Bontempo, Marketing Group Director, designated backup
3. Tom Harvey, Deputy Communications Division Director



# **ATTACHMENT A**

## **Memorandum of Understanding**

# **Memorandum of Understanding**

**between**

**The Office of the Governor, Economic Development and Tourism Division**

**and**

**The Texas Department of Transportation, The Texas Parks and Wildlife Department,  
The Texas Commission on the Arts, and The Texas Historical Commission**

## **Section I. Parties**

Pursuant to Sections 481.172 (a)(8) and 444.030(b) of the Texas Government Code and House Bill No. 1, General Appropriations Act, 78th Legislature, Regular Session, this memorandum of understanding is made and entered into by the Office of the Governor, Economic Development and Tourism Division (EDT) with the Texas Department of Transportation (TxDOT), the Texas Parks and Wildlife Department (TPWD), the Texas Commission on the Arts (TCA), and the Texas Historical Commission (THC) to direct the efforts of those agencies in all matters related to tourism.

## **Section II. Recitals**

Whereas, EDT, TxDOT, TPWD, TCA, and THC (collectively the Parties or Partners), are among the state entities with authority to promote and/or provide Texas tourism destinations as well as promote travel and tourism in Texas; and

Whereas, Section 481.022(1) of the Texas Government Code requires EDT to promote the state as a premier tourist destination and Section 481.172 of the Texas Government Code sets forth the responsibilities of EDT in promoting Texas as a tourist destination, and Sections 481.172(a)(8) and 481.172(b) of the Texas Government Code authorize EDT to direct the efforts of the entities in all matters relating to tourism and to strategically direct and redirect each entity's tourism priorities and activities to most effectively meet consumer demands and emerging travel trends, as established by the latest market research, and minimize duplication of efforts and realize cost savings through economies of scale; and

Whereas, Chapter 204 of the Transportation Code authorizes TxDOT to prepare and publish for distribution, in the manner and form TxDOT considers best, documents TxDOT considers necessary to serve the motoring public and road users and also requires TxDOT to maintain and operate travel information centers at principal gateways to this state to provide highway information, travel guidance, and descriptive material designed to assist the traveling public and stimulate travel to and within this state; and

Whereas, Sections 12.006 and 13.017 of the Texas Parks and Wildlife Code authorize TPWD to provide certain information to the public relating to outdoor recreation, state parks, wildlife management areas, and wildlife conservation and Sections 13.002 and 13.101, and 13.102 and Sections 81.401 and 81.405 of the Texas Parks and Wildlife Code authorize TPWD to acquire land, manage natural and cultural resources, and operate state parks and state wildlife management areas for public outdoor recreation; and

Whereas, Section 444.021(a)(1), (a)(2) and (a)(5) of the Texas Government Code directs TCA to foster the development of a receptive climate for the arts that will culturally enrich and benefit state citizens in their daily lives, to make visits and vacations to the state more appealing to the world, and to provide advice to the Texas Building and Procurement Commission, THC, the Texas State Library, EDT, TxDOT,

and other state entities to provide a concentrated state effort in encouraging and developing an appreciation for the arts in the state; and

Whereas, Section 442.005 of the Texas Government Code sets out the duties and responsibilities of THC and authorizes THC to promote the appreciation of historic sites, structures, or objects in the state through a program designed to develop tourism and to promote heritage tourism by assisting persons, including local governments, organizations, and individuals, in the preservation, enhancement, and promotion of heritage and cultural attractions in this state; and

Whereas, Article IX, Section 11.11 of House Bill No. 1, General Appropriations Act, 78th Legislature, Regular Session, directs the Partners to develop, maintain and adhere to a memorandum of understanding that details the specific travel and tourism objectives and responsibilities of each agency and continues to provide interagency coordination and support to achieve the objectives;

Now, therefore, the parties agree to cooperate in developing and promoting Texas as a premier travel destination in the following subject areas, as follows:

### **Section III. Undertakings by Each Party (Taken from the MOU, Dec 2003)**

#### **A. Plan of Action**

On June 1 of each year, TxDOT, TPWD, TCA, and THC will provide EDT with a plan of action for their respective entity's proposed tourism activities for the following fiscal year.

The plan will identify priorities by the entity that must include the following:

Resources, activities, and materials related to the promotion of tourism proposed to be provided by the entity;

Marketing, product development, and program development activities;

The entity's proposed marketing budget for the upcoming fiscal year for tourism activities;

Measurable goals and objectives of the entity related to promotion of tourism; and

Any proposed marketing message, materials, slogan, or other communication to be used by the entity in its tourism-related efforts.

#### **B. Strategic Tourism Plan**

EDT will direct the development of an annual strategic tourism plan, including a marketing plan to increase travel to and within the state, developed not later than September 1 of each year. The plan will include the following:

Provide the most effective and efficient expenditure of state funds, for in-state marketing activities conducted by the Partners and encouraged by EDT and out-of-state marketing activities conducted by EDT.

Established goals, objectives and performance measures, including the measurements of the return on investment made by a Partner or EDT, for the tourism-related efforts of all state agencies.



Designation of primary agency representatives by the Chief Operating Officer of EDT and Executive Directors of the other entities, who will meet as often as necessary but no less than twice annually to coordinate efforts related to tourism marketing and promotion. Other committees or task forces will be assigned as the need arises.

The Chief Operating Officer of EDT and Executive Directors of the four participating state entities will be briefed at least once a year during a joint meeting.

The Partners acknowledge that other state entities have a role in tourism and may be affected by the tourism marketing efforts of the Partners. To that end, it is agreed upon that, when appropriate, other state agencies comprising the State Agency Tourism Council will be included in the planning, communications, meetings and other coordination efforts conducted under this agreement. These other agencies include, but are not limited to: Texas A&M University; Office of Music, Film, Television and Multimedia; Texas General Land Office; Texas Department of Agriculture; Texas Department of Public Safety; and the Texas State Preservation Board.

#### **Section IV. Term**

This memorandum of understanding shall be effective upon execution by representatives of the Parties and shall automatically renew each year on the anniversary of the effective date, unless terminated in accordance with the provisions of Section V below.

#### **Section V. Termination**

This memorandum of understanding renews each year on the anniversary of the effective date, unless terminated by entering into a new agreement that supercedes this agreement, or by legislative action. In the event that the functions of EDT or the other entities are altered or abolished by law, rendering portions of this agreement unenforceable, the remaining portions of the agreement shall not in any way be affected or impaired.

#### **Section VI. Amendments and Changes**

Any alteration, addition, or deletion to the terms of this agreement shall be by amendment hereto in writing and executed by all Parties. This memorandum of understanding supercedes the memorandum of understanding among the Parties executed effective November 27, 2000.

#### **Section VII. Compliance with Laws and Budgetary Constraints**

The obligations of the parties in carrying out the provisions of this memorandum of understanding are subject to the statutory authority the Parties, and all other applicable laws and the appropriations available to the Parties to accomplish the purposes set forth herein. This memorandum of understanding does not include the transfer of any personnel from EDT or from one entity to another.

#### **Section VIII. Adoption as Rule**

The Parties shall adopt this Memorandum of Understanding as a rule when required by statute.

# **ATTACHMENT B**

**Fiscal Year 2020 Planned  
Publication Database**

**Fiscal Year 2019 Online Tracking**

# **Fiscal Year 2020 Planned Publication Database**

## Fiscal Year 2020 Planned Publications Database

Lead Agency	Name of Tourism Publication	Print Date(s)	New, Reprint or Updated	Copies	Funding Source	Target Audience	Language	Online?
EDT	Texas International Tour Guide (Spanish)	As needed	Updated	TBD	State Funds	Travel Industry	Spanish	No
EDT	Texas International Tour Guide (French)	As needed	Updated	TBD	State Funds	Travel Industry	French	No
EDT	Texas International Tour Guide (German)	As needed	Updated	TBD	State Funds	Travel Industry	German	No
EDT	Texas International Tour Guide (English)	As needed	Updated	TBD	State Funds	Travel Industry	English	No
THC	The Medallion	Quarterly	New each quarter	15,000	Federal Funds	Heritage Travelers & Preservation Community	English	Yes
TPWD	Texas State Parks Rack Cards	August 2020	Updated	215,000	State Funds	In-State Tourists	English	Yes
TPWD	Christmas in the Parks	November 2019	Updated	20,000	State Funds	New and returning park visitors; cultural tourists	English	Yes
TPWD	Great Texas Wildlife Trails rack card	Spring 2020	Updated	10,000	Appropriated Receipts	Wildlife viewers	English	No

## Fiscal Year 2020 Planned Publications Database

Lead Agency	Name of Tourism Publication	Print Date(s)	New, Reprint or Updated	Copies	Funding Source	Target Audience	Language	Online?
TPWD & TxDOT	Birding in Texas brochure	Spring 2020	New	10,000	TxDOT	Consumers and Travel Trade	English	Yes
TPWD	Texas State Parks: Official Guide	Spring 2020	Updated	300,000	Advertising and Sponsorship	New and returning park visitors	English	Yes
TPWD	Texas Parks & Wildlife Magazine	Monthly	Ongoing	170,000 / issue	Appropriated Receipts	Magazine readers	English	Yes
TxDOT	Texas Highways Magazine	Monthly	New each month	190,000	Subscribers & Ad Revenue	Consumer and Travel Trade	English	Yes
TxDOT	Texas State Travel Guide	November-December 2019	Updated	700,000	State Funds & Ad Revenue	Consumer and Travel Trade, plus Educators	English	Yes
TxDOT	Texas Official Travel Map	November 2019	Updated	900,000	State Funds & Ad Revenue	Consumer and Travel Trade, plus Educators	English	Yes
TxDOT	Texas Highways Events Calendar	October 2019, January 2020, April 2020, July 2020	New each quarter	65,000 each quarter	State Funds & Ad Revenue	Consumers, Media and Travel Trade	English	Yes

## Fiscal Year 2020 Planned Publications Database

Lead Agency	Name of Tourism Publication	Print Date(s)	New, Reprint or Updated	Copies	Funding Source	Target Audience	Language	Online?
TxDOT	Texas, A Quick Look	As needed	Updated	35,000	State Funds	Consumers and Educators	English	Yes
TxDOT	Texas Public Campgrounds	As needed	Updated	20,000	State Funds	Consumers and Travel Trade	English	Yes
TxDOT	Wildflowers of Texas	As needed	Updated	35,000	State Funds	Consumers and Travel Trade	English	Yes

# **Fiscal Year 2019 Online Tracking**

# Fiscal Year 2019 Online Tracking

Estimated Number of Users													
Lead Agency	Website URL	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
EDT	<a href="http://www.traveltexas.com">www.traveltexas.com</a>	70,347	74,102	59,734	57,269	69,001	127,970	188,500	217,079	246,174	76,312	67,457	64,395
TCA	<a href="http://www.arts.texas.gov">www.arts.texas.gov</a>	6,289	6,389	5,073	4,475	6,991	6,135	6,655	6,387	5,689	5,329	6,130	7,128
THC	<a href="http://www.thc.texas.gov">www.thc.texas.gov</a>	38,318	44,790	35,740	30,977	39,135	37,865	44,404	45,343	41,935	35,968	39,588	38,936
THC	Heritage Trails (11 sites total)	30,242	31,072	28,861	26,582	34,153	32,931	47,372	43,926	38,962	36,434	27,787	28,803
THC	Historic Sites (21 sites total)	15,575	17,869	11,582	9,900	13,557	12,432	17,310	16,284	15,141	13,852	14,011	14,035
TPWD	<a href="http://www.tpwd.texas.gov">www.tpwd.texas.gov</a>	1,328,322	1,295,896	1,284,107	1,040,154	1,259,435	1,094,215	1,485,736	1,389,473	1,489,125	1,493,156	1,664,172	1,635,476
TxDOT	<a href="http://www.texashighways.com">www.texashighways.com</a>	95,851	88,225	63,086	71,326	61,904	76,333	99,750	88,832	142,791	99,191	97,789	103,650
TxDOT	<a href="http://www.drivetexas.org">www.drivetexas.org</a>	211,690	382,103	115,102	252,003	314,858	118,500	106,685	88,636	258,587	140,122	79,367	66,173

## Sources

EDT: Google Analytics

TCA: Google Analytics

THC: Google Analytics; Histories Sites was incorporated into main THC website in Jan. 2016. Agency traffic after that point reflects the historic sites pages.

TPWD: Google Analytics

TxDOT: Google Analytics

Estimated Number of Publications Ordered													
Lead Agency	Website URL	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
EDT	<a href="http://www.traveltexas.com">www.traveltexas.com</a>	2,486	2,773	1,714	2,023	3,663	3,662	4,480	2,994	2,717	2,431	2,607	3,264
TCA	<a href="http://www.arts.texas.gov">www.arts.texas.gov</a>	-	-	-	-	-	-	-	-	-	-	-	-
THC	<a href="http://www.thc.texas.gov">www.thc.texas.gov</a>	24,071	16,829	8,817	20,219	26,978	14,418	15,004	23,292	13,848	8,904	10,498	12,105
TPWD	<a href="http://www.tpwd.texas.gov">www.tpwd.texas.gov</a>	3,881	3,744	2,922	1,079	5,583	1,013	1,060	3,644	5,869	4,071	2,956	1,507
TxDOT	<a href="http://www.texashighways.com">www.texashighways.com</a>	283	377	552	856	562	547	527	470	504	458	332	444

## Sources

EDT: Google Analytics

THC: Publications included here are the 10 heritage trail region travel guides, 1 statewide, and 8 thematic.

TxDOT: Texas Highways magazine is a paid subscription based magazine and subscriptions are ordered through multiple channels of marketing. Counts are based on new subscriptions made through the website

TPWD: Our magazine online orders are handled by an outside vendor and the State Park Guide can only be ordered online in bulk by tourism and sporting good related entities or individually through a partnership with TCEQ.

The Wildlife Trails maps can be ordered by mail.



Fiscal Year 2019 Online Tracking

Estimated Number of PDF Documents Downloaded

Lead Agency	Website URL	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
EDT	<a href="http://www.traveltexas.com">www.traveltexas.com</a>	173	223	256	293	440	39	675	485	436	438	434	460
TCA	<a href="http://www.arts.texas.gov">www.arts.texas.gov</a>	-	-	-	-	-	-	-	-	-	-	-	-
THC	<a href="http://www.thc.texas.gov">www.thc.texas.gov</a>	6,408	7,805	5,634	4,456	7,035	6,670	7,426	6,906	6,160	6,090	6,311	5,867
TPWD	<a href="http://www.tpwd.texas.gov">www.tpwd.texas.gov</a>	182,540	169,302	155,082	132,343	188,228	170,426	213,320	183,278	185,137	181,919	238,448	196,672
TxDOT	<a href="http://www.texashighways.com">www.texashighways.com</a>	13,159	13,159	12,521	12,427	12,348	12,321	12,299	12,964	12,951	12,973	12,967	12,966

Sources

EDT: Google Analytics

THC: Google Analytics; PDF documents included here are the 10 heritage trail region travel guides, 1 statewide, and 8 thematic.

TPWD: Google Analytics

TxDOT: Texas Highways Digital Edition Subscribers

Estimated Number of Opt-in Subscribers for Electronic Newsletter or E-mail Blasts

Lead Agency	Website URL	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
EDT	<a href="http://www.traveltexas.com">www.traveltexas.com</a>	15,234	1,627	898	1,016	1,840	1,507	1,863	1,292	1,193	1,080	1,353	1,204
TCA	<a href="http://www.arts.texas.gov">www.arts.texas.gov</a>	6,809	7,047	7,314	7,337	7,104	5,501	5,549	5,577	5,609	5,688	5,720	5,755
THC	<a href="http://www.thc.texas.gov">www.thc.texas.gov</a>	20,710	21,133	20,937	21,103	21,985	22,784	22,967	23,031	23,428	23,441	23,575	23,660
TPWD	<a href="http://www.tpwd.texas.gov">www.tpwd.texas.gov</a>	867,107	901,804	901,895	907,362	962,802	964,390	967,696	978,123	915,741	1,026,492	1,051,425	1,065,519
TxDOT	<a href="http://www.texashighways.com">www.texashighways.com</a>	114,008	114,262	114,362	114,499	115,152	115,770	116,170	116,680	116,261	116,552	116,075	116,503

Sources

EDT: Google Analytics

TCA: Constant Contact

THC: E-newsletter subscribers

TPWD: Granicus (GovDelivery)

TxDOT: Texas Highways e-newsletter subscribers

# **ATTACHMENT C**

## **Model of Tourism in Texas State Government Chart**

## Product/Program Development

### **Texas Parks & Wildlife Department (MOU)**

Develops and operates or oversees state parks, fisheries' visitor centers, wildlife management areas, wildlife viewing and paddling trails.

Technical Marketing assistance to landowners and communities to develop nature tourism. Local and regional park and trail grants.

### **Texas Department of Transportation (MOU)**

Texas Travel Leads database for industry.

Resource guide and dedicated Strategic Partnerships position to coordinate TxDOT's resources with industry partners.

Travel Division-lead conferences, training, certifications, and participation with key industry partners on events and tourism assessments.

### **Texas Historical Commission (MOU)**

Develop historical sites, state historic sites and heritage trail regions.

Texas Trail Heritage Program.

Texas Main Street Program.

Historic site designation.

Collaborate on National Historic Trails.

### **Texas Commission on the Arts (MOU)**

Cultural District Designation.

Cultural District Projects.

Grants for cultural tourism projects outside of Cultural Districts.

### **Texas Department of Agriculture**

Assist landowners to develop agricultural-based nature tourism development.

### **Texas General Land Office**

Manage Gulf Coast.

Grants for coastal enhancement.

### **Texas State Preservation Board**

Operate/maintain State Buildings (Capitol, State History Museum, General Land Office Building).

### **Office of Music, Film, Television, & Multimedia**

Locations and workforce for Texas film and music industry.

## Marketing

### 1: In-State to Texans

**Customers:** Texas travelers, Texas media, Texas travel trade.

**Office of the Governor, Economic Development & Tourism (MOU)**

Encourage in-state travel through media relations.

### **Texas Parks & Wildlife Department (MOU)**

Encourage in-state travel to participate in nature tourism

and visit state parks through media products and media relations, social media, email marketing, print and online advertising, publications, promotional events, mobile apps and the [www.tpwd.texas.gov](http://www.tpwd.texas.gov) and [www.texasstateparks.org](http://www.texasstateparks.org) websites.

### **Texas Department of Transportation (MOU)**

Encourage travel through publications and related media.

### **Texas Historical Commission (MOU)**

Promote Heritage and historical attractions through print and digital media marketing, TexasTimeTravel.com, public relations, and social media.

### 2: Out-of-State to non-Texans

**Customers:** Domestic/International Travelers, Texas Travelers, Domestic/International Media, Texas Media.

**Office of the Governor, Economic Development & Tourism (MOU)**

Domestic and International marketing and promotion of

Texas Travel products.

This is accomplished through a variety of media, including: social channels, email marketing, media relations, travel trade and consumer shows, consumer promotions, etc.

Further marketing information on [TravelTexas.com](http://TravelTexas.com).

## Customer Service

### **Texas Parks & Wildlife Department (MOU)**

Provide knowledgeable staff to assist and inform travelers at state parks, state historic sites, state natural areas, fisheries visitor centers and wildlife management areas.

Provide online information, park reservations, sales of hunting and fishing licenses and boat registration.

Offer hunter, boater and angler education.

Register and title motorized boats at agency field offices.

Provide various materials on sites, including printed maps, kiosks, signage, and interpretive brochures.

### **Texas Department of Transportation (MOU)**

Travel information centers provide road information, travel guidance, trip routing and literature to travelers.

Fulfill customer requests for publications

[DriveTexas.org](http://DriveTexas.org) and 1.800.452.9292 number for road condition information and education through safety awareness events.

### **Texas Historical Commission (MOU)**

Public education and information on benefits of economic development through historic preservation and tourism.

Heritage tourism training, education, and guidance.

Encourage all sites to participate in hospitality and customer service training and to improve visitor experience.

Maintain and operate state historic sites.

### **Texas Commission on the Arts (MOU)**

Public education & information on benefits of economic development through cultural tourism.

Site evaluations and recommendations.

Professional development webinars.

### **Texas State Preservation Board**

Visitor Services at Capital and General Land Office Building.

### **Department of Public Safety**

Visitor Safety.

# **ATTACHMENT D**

## **MOU Entity Contacts**

**EDT**

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**TPWD**

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**TCA**

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Texas Commission on the Arts  
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**THC**

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Director Community and Heritage Development  
Texas Historical Commission  
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**TxDOT**

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Texas Department of Transportation  
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# **ATTACHMENT E**

## **ADVERTISING AND OTHER VISUALS**







# TEXAS PARKS AND WILDLIFE




**Go from  
Everyday to  
*Getaway!***

Get the Texas  
State Parks App.  
[TexasStateParks.org/app](https://texasstateparks.org/app)

**TEXAS  
PARKS &  
WILDLIFE**  
Life's better outside.®

Getting better for you.



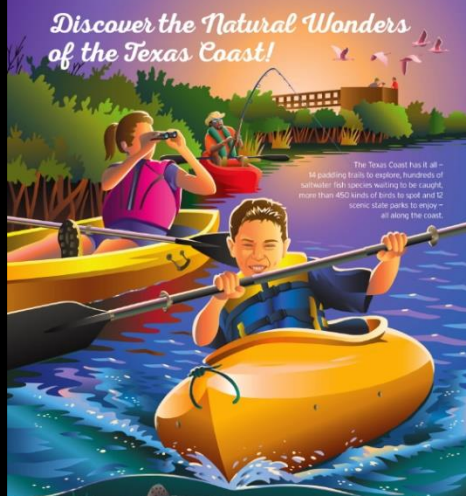
**New ways to visit your state parks!**

<p><b>Pick Your Site</b></p> <p>Reserve specific campsites, cabins or shelters in advance. View photos and details of each site online. This also makes it easy for groups to choose sites near each other.</p>	<p><b>Save the Day</b></p> <p>Ensure your day entry to even the most popular parks at the most popular times with this new option. You can reserve your day visit up to 30 days in advance.</p>
---	---

**Book your next park visit today at  
[TexasStateParks.org/Reservations](https://texasstateparks.org/reservations)**

**TEXAS  
PARKS &  
WILDLIFE**

*Discover the Natural Wonders  
of the Texas Coast!*



The Texas Coast has it all – paddling trails to explore, hundreds of saltwater fish species waiting to be caught, more than 450 kinds of birds to spot, and 12 scenic state parks to enjoy – all along the coast.

Start planning your Texas Coast adventure!  
[tpwd.texas.gov](https://tpwd.texas.gov)

**TEXAS  
PARKS &  
WILDLIFE**  
Life's better outside.®

EXPLORE A  
**GREAT TEXAS  
WILDLIFE TRAIL**



Discover 920 of the best spots to see the unique and beautiful wildlife of Texas!

Nine regional maps available online and in print:  
[tpwd.texas.gov/wildlifetrails](https://tpwd.texas.gov/wildlifetrails)

**TEXAS  
PARKS &  
WILDLIFE**  
Life's better outside.®

**The Stars of Texas  
Shine Upon You**

As our towns and cities grow brighter, some lights could be lost. Today, 80% of Americans have never seen the Milky Way. Texas State Parks remain some of the few places where everyone can marvel at the night sky. Find how you can see the stars on your next park visit:  
[TexasStateParks.org/darkskies](https://texasstateparks.org/darkskies)



**TEXAS  
PARKS &  
WILDLIFE**  
Life's better outside.®

**Be the one they remember.**


They may not remember everything you ever did for them, but they will always remember who took them hunting.

Find helpful resources like youth/adult hunts, hunter education and mentored hunting workshops at  
[tpwd.texas.gov/youth-hunting](https://tpwd.texas.gov/youth-hunting)

**TEXAS  
PARKS &  
WILDLIFE**



# TEXAS HISTORICAL COMMISSION




## HISTORY LIVES HERE

Experience the newest museum in Texas—  
San Felipe de Austin State Historic Site.

Explore the dramatic story of the first colony in Mexican Texas—founded in 1823, but burned by its own residents during the Runaway Scrape of 1836.

Plan your visit now and discover Texas history in a whole new way.

**SAN FELIPE DE AUSTIN STATE HISTORIC SITE**  
220 2nd St. San Felipe, TX 77473  
979-865-2181  
The museum is open daily from 9 a.m.–5 p.m.  
[www.visitsanfelipedeaustin.com](http://www.visitsanfelipedeaustin.com)



## HISTORY ILLUMINATED

Explore the Wild West under the night sky.

Spend an evening at Fort Griffin State Historic Site and gaze at the stars above, set in one of the darkest night skies in all of Texas.

**Stars and Skies of Texas**  
June 16, 2018 9–11 p.m. July 7, 2018 9–11 p.m.  
August 11, 2018 8:30–10:30 p.m. September 8, 2018 8–9 p.m.

**FORT GRIFFIN STATE HISTORIC SITE**  
1701 North U.S. HWY. 283 Albany, TX 76430  
325-762-3592  
This site is open daily from 8 a.m.–4:30 p.m.  
[www.visitfortgriffin.com](http://www.visitfortgriffin.com)

*Storyed Sites of Texas*  
Learn more at [www.StoryedSites.com](http://www.StoryedSites.com)

**Texas TIME TRAVEL**

**HERITAGE TRAIL PROGRAM**

**TEXAS HISTORICAL COMMISSION**  
real places telling real stories

## ENTER TO WIN A TEXAS ADVENTURE!

Why take a daytrip when you can stay an Extra Day? Between now and December, enter to win a trip for two in and around historic towns in all 10 Texas Heritage Trail Regions.

**STAY AN EXTRA DAY**  
*Sweepstakes*

CELEBRATING 50 YEARS OF THE TEXAS HERITAGE TRAIL PROGRAM

[extradayintexas.com](http://extradayintexas.com)  
#extradayintx

**TEXAS TIME TRAVEL**



## VISITORS GUIDE

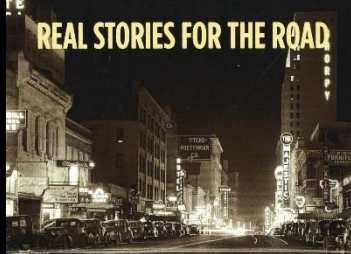
# FORT GRIFFIN

state historic site




TEXAS HISTORICAL COMMISSION

## REAL STORIES FOR THE ROAD



Historic San Antonio Highway




Explore the Lone Star State and its vast historical richness with the Texas Historical Commission's Texas Time Travel Tours mobile app.

- Place Based Navigation**  
Locate the Top Places of Texas History with GPS Enabled Maps
- Immersive Audio Tracks**  
Listen to Little-Known Local Histories
- Award Winning Documentary Shorts**  
Meet the Real People Who Shaped Texas History
- Curated Image Galleries**  
Compare Images of Texas Past and Present


**TEXAS TIME TRAVEL**

Now at [texastimettravel.com/app](http://texastimettravel.com/app)

Available on the App Store and Google Play



**TEXAS HISTORICAL COMMISSION**  
real places telling real stories



## Texas Time Travel Tours

ENTER

**TEXAS TIME TRAVEL**

Search: Texas Time Travel **SEARCH**

## PLAN YOUR ADVENTURE

**Search Nearby**

I'm at

Search within

**GO**

**Search Point to Point**

From

To

**GO**

**POPULAR DESTINATIONS**

**Caddo Mounds State Historic Site**

More than 1,200 years ago, a group of Caddo Indians known as the Hasinai built a village and ceremonial center 26 miles west of present-day Nacogdoches. The site was the southwesternmost ceremonial center





# ECONOMIC DEVELOPMENT AND TOURISM

LET'S  TEXAS





KEEP EXPLORING

LET'S  TEXAS



DISCOVER MORE

LET'S  TEXAS



DISCOVER MORE

LET'S  TEXAS



DISCOVER MORE

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SEE WHAT'S HERE

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KEEP EXPLORING

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DISCOVER MORE